

Chapter Analysis

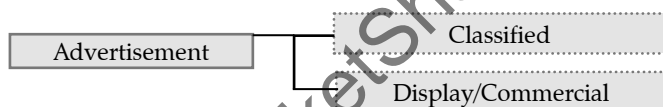
Question Type & Marks	Year					
	2016		2017		2018	
	D	OD	D	OD	D	OD
4 marks	1	1	1	1	1	1

➤ Note: 1 question here indicates that 1 question in each set for that year has been asked.

Introduction

- An advertisement is a type of public announcement for the promotion of services, goods etc. or for giving information about missing persons, poets etc.
- It is an announcement made through a popular medium that targets a large number of people.
- It can be through print or electronic medium. Newspapers, Magazines, TVs and Radios are usually used for advertising. The content of advertisement is kept brief, words used are limited and the English used is not necessarily grammatically correct.

There are two basic types of advertisements in the newspapers or magazines.



1. Classified Advertisements : These are placed by individuals in newspapers or magazines to advertise their services offered or because of the need for goods and services. Classified ads are charged according to the space they occupy, therefore they are written with limited words, conveying the complete message.

2. Display Advertisements : These advertisements are attractive, they convey the complete message and are usually included under the category of posters.

Categories of Classified Advertisements

1. Situation Vacant : Title/Heading

- Wanted/Required/Situation Vacant
- Name of the post
- Number of posts
- Qualification
- Preferences
- Salary
- To whom and how to apply

2. To Let :

- Type of accommodation
- Size
- Facilities
- Preferences



- Contact address & Ph. No.
3. **Sale/Purchase of Property or Vehicle :**
- Available/sale/purchase
 - Type of accommodation/vehicle
 - Description of accommodation—size, facilities, location etc.,
 - Description of vehicle—vehicle model, colour, accessories, condition, etc.
4. **Tours & Travels :**
- Destination & Duration
 - Details of facilities—stay, boarding, food, etc.
 - Cost and discount
 - Package if any
 - Travel Agency : Address and Phone No.

Format :

SITUATION VACANT

Required : Senior Manager for a reputed MNC in Gurgaon. Candidates must be MBA, 3 years work experience, fluent in English, pleasing personality, open to time shifts. Salary Negotiable. Send latest Resume to abc@infotech.com

Marking Scheme

Advertisements will be of 4 marks.

Heading	1 mark
Content	2 mark
Expression	1 mark

Previous Years' Questions

(4 marks each)

Q. 1. You are Harish/Harshita of 12, Seva Nagar, Pune. You want to sell your flat as you are shifting to another city for work. Draft a suitable advertisement in not more than 50 words to be published in The Pune Times under the classified columns. [CBSE 2018] 4

Ans. **CLASSIFIED ADVERTISEMENT**

Format

- Heading – For Sale / Flat for Sale / Sale and Purchase (any other appropriate heading) 1 mark
- Content 2 marks
- Expression 1 mark

Suggested value points:

- location
- description of flat (number of rooms, area), (floor optional)
- facilities (optional) safety / 24 hour power supply / parking facilities
- expected price
- contact details : Harish/Harshita, 12 Seva Nagar, Pune.

(Any other relevant details.)

(Due credit should be given to economy of words.)

[CBSE Marking Scheme, 2018]

Detailed Answer :

FLAT FOR SALE

Available a 3BHK flat in prime pune location, fully furnished, modular kitchen, power backup, 24x7 water facility, parking facility centrally located. Interested persons may contact

*Contact: Harish,
12, Seva Nagar,
Pune*

- Q. 2. You are Vikram/Sonia, an Hons' graduate in History with specialization in Medieval India. You are well acquainted with the places of historical interest in Delhi, Agra and Jaipur. You are looking for the job of a tourist guide. Write an advertisement in about 50 words for the situations wanted column of a local newspaper. Your contact no. is 999751234. [Delhi Set I, 2017] 4

Ans.

SITUATION WANTED
An Hons graduate in history (specialisation: Medieval India), well acquainted with place on historical interest in Delhi, Agra and Jaipur, can start right away as tourist guide, Contact: Sonia 999751234.

- Q. 3. You are Vikram/Sonia, an electronics engineer who has recently returned from the U.S. and is looking for a suitable job in the IT industry. Draft an advertisement in about 50 words for the Situations Wanted column of a national newspaper. Your contact number is 9193010203. [Outside Delhi Set I, 2017] 4

Ans.

SITUATION WANTED
Electronics engineer, returned from U.S. employment needed in IT sector, well-versed, good with supervision, and also manual work, well-versed with various equipment, comfortable with travelling for job, can arrange own transport, graduated top of the class, 6.1 year work experience, fluent in both Hindi and English. Contact Sonia 9193010203

[Topper's Answer 2017]

- Q. 4. Principal, Sunrise Global School, Agra requires a receptionist for her school. Draft a suitable advertisement in about 50 words to be published in the classified columns of a national newspaper giving all the necessary details of qualifications and experience required for the receptionist. [Delhi Set I, 2016] 4

Ans. **ADVERTISEMENT**

Format - Heading

Content

Expression

Suggested value points

[SITUATION VACANT / VACANCY / any other appropriate heading]

- by whom - Sunrise Global School, Agra

- what - receptionist

- qualification

- experience

- skills (shorthand/computer savvy/fluency in languages) (optional)

- salary & perks

- how to apply - to whom (contact details)

- any other relevant details (**Due credit should be given to economy of words.**) [CBSE Marking Scheme, 2016]

Detailed Answer :

SITUATION VACANT
Sunrise Global School, Agra requires a young female receptionist, graduate with convent background, computer-friendly, having pleasing personality with 1 to 5 years experience. Attractive salary and perks. Interested candidates may apply within 7 days to the Principal. Ph. 9412500075.

Q. 5. You need to buy a flat. Draft a suitable advertisement in about 50 words to be published in the classified columns of a local newspaper giving all the necessary details of your requirement. You are Karan/Karuna, M-114, Mall Road, Delhi. [Delhi Set II, 2016] 4

Ans. ADVERTISEMENT

Format - Heading

Content

Expression

Suggested value points:

[ACCOMMODATION / FLAT WANTED / PURCHASE / PROPERTY] (Any other appropriate heading.)

- location

- type - flat

- size

- facilities

- cost

- contact details

- any other relevant details (Due credit should be given to economy of words.) [CBSE Marking Scheme, 2016]

Detailed Answer :

ACCOMMODATION WANTED

Required a four-BHK flat in Tilak Nagar, New Delhi; ground floor, well-equipped with electricity and sanitary fittings, separate kitchen. Preference to two sides open and situated near the main market. Suitable cash payment in the court after site-seeing. Interested parties may contact Karuna/ M 114, Mall Road, Delhi or Call at 9412500015.

Q. 6. You are Karan Kumar/Karuna Bajaj, a leading lawyer practicing in Surat. You want to buy an independent house at City Light Road to be used as office-cum-residence. Draft an advertisement in about 50 words for the classified columns of a local newspaper. You can be contacted at 45645678. [Outside Delhi Set I, 2016] 4

Ans. ADVERTISEMENT

Format -

Heading

Content

Expression

PROPERTY / FOR PURCHASE / or any other appropriate heading

Suggested value points:

- details of requirement
- location – City Light Road, Surat
- type – independent house
- special features – office-cum-residence
- size
- cost
- contact details
- any other relevant details (Due credit should be given for economy of words used.)

[CBSE Marking Scheme, 2016]

Detailed Answer :

REQUIRED FOR PURCHASE

Required an independent two-storey house on City Light Road Surat. At least 4 BHK, to be used as office- cum-residence, proper parking area and electricity connection. Preferably on the main road.

Contact : Karan Kumar : 45645678

MNT PROFESSIONAL COLLEGE(YOUR PASSPORT TO A)	
GLOBAL CAREER (Govt. Recognised)	
No Donation	Admissions Open :
	<ul style="list-style-type: none"> <li style="margin-right: 20px;">● BCA, <li style="margin-right: 20px;">● BBA, <li style="margin-right: 20px;">● MBA, <li style="margin-right: 20px;">● MCA, <li style="margin-right: 20px;">● B.Com., <li style="margin-right: 20px;">● M.Com., <li style="margin-right: 20px;">● BA,
More Than 90% Results	

For More Information - Contact : Dean, Admission Section - 91000xxxxx
or visit us at - www.mntprofessional.org

- Q. 7.** You are Karan/Karuna of M 114, Mall Road, Delhi. You are a civil engineer and have recently returned from UAE. You are looking for a suitable job in India. Draft an advertisement for the same in about 50 words. Give details of your qualifications, experience, nature of job and expected remuneration.

[Outside Delhi Set II, 2016] 4

Ans. Value Points :

- qualification and experience
- nature of job sought
- remuneration acceptable
- preference of job in India
- contact details
- any other relevant details (Due credit should be given for economy of words used.)

[CBSE Marking Scheme, 2016]

Detailed Answer :

REQUIRED

SUITABLE JOB FOR A CIVIL ENGINEER, had a well paid job in a well-known multinational in UAE in a good position, returned to India due to family circumstances, experience of more than 10 years. Expected salary 50,000 per month. Those interested can Contact: Karan : M 114, Mall Road, Delhi

- Q. 8.** You are the Dean, Admissions, MNT Professional College, Chandigarh. Draft an advertisement in about 50 words giving information about admission to undergraduate courses offered by your college. Include all relevant details.

[Outside Delhi Set I, 2015] 4

Ans. Value Points :

- catchy caption and slogans/Heading
- all necessary details in points
- contact address, name, and telephone number
- (Due credit should be given for the economy of words used.)

[CBSE Marking Scheme, 2015]

- Q. 9.** Your school, Akash Public School, Agra needs a canteen manager. On behalf of the Principal, write an advertisement in about 50 words to be published in the classified columns of a local daily. Mention the educational and professional qualifications, other qualities required in the manager, who to apply to and the last date for the receipt of applications.

[Outside Delhi Set I, 2015] 4

Ans. Suggested value points:

[SITUATION VACANT / CANTEEN MANAGER]

- post advertised - canteen manager
- educational qualification
- professional qualification
- age, experience
- other qualities required
- salary / perks offered
- who to apply - Principal, Akash Public School
- how to apply
- last date for applying
- any other relevant details (min 4 points)

(Due credit should be given for economy of words used.)

[CBSE Marking Scheme, 2015]

Detailed Answer :

SITUATION VACANT

Available required a CANTEEN MANAGER, The must be at least a graduate with an experience of 3- 5 years in the field. Good salary and perks. Apply personally within 10 days to Principal, Akash Public School, Agra. Ph : 12345xxxx.



- Q. 10.** You have cleared your IIT Entrance Exam and so want to sell off the reading material you have with you. Write an advertisement to be placed in the 'For Sale' columns of a local daily, giving all details of the material you have with you in not more than 50 words. You are Mohan/Mohini. Contact No. 9811111111.

[Comptt. Delhi Set I, 2015] 4

Ans.

FOR SALE

Reading Material for IIT Entrance Exam, from renowned institution, in good condition, includes assessment sheets and test papers as well. Will be of great help in clearing the examination. For more details (Contact : Mohini : 9811111111.)

- Q. 11.** You have lost an expensive watch probably in the market. Write an advertisement for the 'Lost and Found' column of a local newspaper giving all the relevant details. Offer a reward also. Write the advertisement in about 50 words. You are Gopal/Gopa, 4 Manav Road, Kanpur.

[Comptt. Delhi Set II, 2015] 4

Ans.

LOST AND FOUND

Lost : A Fastrack Watch - with red dial and red strap in BMC market on 12 February 20xx, most probably somewhere around the main market shops or the circle. Sentimental values attached to the watch. Whosoever finds it kindly contact Gopal, 4 Manav Road, Kanpur. Suitable reward will be given.

- Q. 12.** You have retired from a bank after 30 years of service and are looking for a job. Draft an advertisement in about 50 words for the situation wanted column of a local daily giving your qualifications, experience and the kind of job expected. You are Sunil / Sita, 4, Bank Enclave, Delhi.

[Comptt. Outside Delhi Set III, 2015] 4

Ans.

JOB REQUIRED

An honest and hard-working retired bank officer requires a job. 30 years of job experience as accountant in a bank, fit to do regular 9 to 5 jobs in any organization. Computer friendly. (Contact : Sunil, 4 Bank Enclave, Delhi)

- Q. 13.** You require a teacher to teach Maths and science to your son at home, who is studying in Class 10. Draft an advertisement in not more than 50 words giving all your requirements. You are Arun/Aruna. Contact No. 93xxxxxxx.

[Comptt. Outside Delhi Set I, 2015] 4

Ans.

HOME TUTOR REQUIRED

Required a teacher to teach Maths and Science to a class X student at home. Must be experienced, preferably male. Must teach the student in a friendly manner. Attractive remuneration. (Contact : Aruna : 93XXXXXXX.)

- Q. 14.** The firm Bhatia & Bhatia Industrial Area, Bangalore wants two engineers for their Chennai office. Draft an advertisement for the 'Situation Vacant' column of a local newspaper giving all the necessary details. Write an advertisement in not more than 50 words.

[Foreign Set-I, II & III, 2014] 4

Ans.

SITUATION VACANT

Required two mechanical engineers for a reputed firm at Chennai office. Age between 24-28 Candidates must have at least 3 years of experience. Salary no bar for deserving candidate. (Apply - Manager, Bhatia & Bhatia, Industrial Area Bangalore. Mob. No. 91134XXXXX)

- Q. 15.** You are a businessman who wants to set up a small garment shop in your city. Draft an advertisement seeking a suitable space for rent, to be published in the 'Wanted Accommodation' column of a local newspaper. Write the advertisement in not more than 50 words.

[Foreign Set-I, II & III, 2014] 4



Ans.

WANTED ACCOMMODATION

Required shop on rent for garments, near Kamla Nagar market, minimum 60 sq. feet, preferred with parking facility. (Contact : Rahul Mobile No. : 98765432100)

Commonly Made Error

- Some students do not give suitable heading to the advertisement.

Answering Tips

- The heading must be in relation to the purpose of the advertisement.
- The heading must be specific and not fancy and attractive.

Q. 16. You want to sell off your car as you are leaving the country. Draft a suitable advertisement to be inserted in 'The Hindu'. Write the advertisement in more than 50 words. 4

Ans.

CAR FOR SALE

Available a Maruti-800-2010 model, in good condition, original documents, excellent mileage, fully insured, accident free, price negotiable. (Contact : XYZ Mobile No. : 98765432100)

Q. 17. You possess an acre of land in the heart of the city. You want to dispose of this property, since you have decided to buy a flat. Write an advertisement to be published in a national daily, giving all the necessary details. You are Krishna of Moti Nagar, Delhi. [Delhi Set I, 2014] 4

Ans.

PROPERTY FOR SALE

Available one acre land in a posh residential colony of Lajpat Kunj, Delhi. Prime location, walking distance from market, price negotiable. (Contact : Krishna, Moti Nagar, Delhi. Mobile No. : 9876xxxxx)

Q. 18. You want to sell off your motor bike which you have been using for five years, since you have decided to buy a car. Write an advertisement, in not more than 50 words, to be published under the classified columns of a national daily. Furnish all the necessary details. [Delhi Set II, 2014] 4

Ans.

FOR SALE

Available a black coloured Pulsar motor-bike 2016 model, in good condition, original documents, excellent mileage, self driven. Price negotiable. (Contact : XYZ at 7896500002)

Q. 19. You would like to let out a portion of your independent house for office use. Write an advertisement for the classified columns of the local newspaper giving all the necessary details. Write the advertisement in not more than 50 words. [Delhi Set III, 2014] 4

Ans.

TO-LET

Available on rent an independent portion of two rooms for office use in Punjabi Bagh, walking distance from market, rent negotiable, company lease preferred. Contact : Manav, at 847xxxxx

Q. 20. You are Jay/Jaya, interested in purchasing a second-hand flat. Draft an advertisement in not more than 50 words to be published in the classified column of a local daily giving the details of your requirement. Your contact number is 9012341234. [Comptt. Outside Delhi, 2013] 4

Ans.

REQUIRED

Wanted 3BHK second hand flat in the heart of the city, should have 24x7 water facility, own parking space, affordable price Interested parties may contact : Jaya-9012341234



- Q. 21.** You are the General Manager, Hotel Dosa, Gurgaon. You need a lady front office assistant with sound knowledge of computers. She must be a graduate and should be good in communication skills with pleasing manners. Draft an advertisement in not more than 50 words to be published in Gurgaon Times. [Delhi, 2013] 4

Ans.

SITUATION VACANT

Required Female Front office assistant, must be a graduate with pleasing manners and personality, working knowledge of MS office and internet, fluent in English, soft spoken, excellent communication skills. Salary no bar for deserving candidate. Walk-in interview on 19th or 20th December from 9 a.m. - 2 p.m. Contact : General Manager (9811011022) Hotel Dosa, New Market, Gurgaon

- Q. 22.** You have a three bedroom flat in Dwarka, which you want to let out on rent. Draft an advertisement in not more than 50 words to be published in The Times of India under the classified column. Contact : 2758902

[Outside Delhi, 2013] 4

Ans.

TO-LET

A valuable well-furnished 3 BHK flat in Dwarka, near the metro station, 24 hrs power and water supply, own parking, school nearby, servant quarter, east facing, good ventilation, park ahead. Rent negotiable. Contact : Suraj Bhan 0124-2758902

- Q. 23.** You are Mohan/Mohini, General Manager of P.K. Industries, Hyderabad. You need an accountant for your company. Draft, in not more than 50 words, an advertisement to be published in 'The Hindu' classified column. [Outside Delhi Set I, 2012] 4

Ans.

SITUATION VACANT

Wanted accountant for P.K. Industries, Hyderabad, must hold a degree in Accountancy, should have a good Knowledge of computer, finance and related commercial activities. Salary commensurate with qualification and experience. (Apply to Mohan, General Manager, P.K. Industries within seven days.)

- Q. 24.** Write in not more than 50 words, an advertisement for the lost and found column of a local newspaper stating the loss in a local bus of a bag containing important documents. You are Ram/Rama. 4

[CBSE SQP I 2012, Comptt. Delhi Set I, 2010]

Ans.

LOST AND FOUND

A brown, leather bag containing important documents has been lost in a local U.P. Roadways Bus. Whoever finds it, kindly Ram at 9310xxxx

- Q. 25.** You are Uttara/Umesh, a visually challenged person, running a telephone booth in the central market, Delhi. Give a suitable advertisement in not more than 50 words for a telephone operator in 'Situation Vacant' column of Delhi Times, offering attractive remuneration. [Comptt. Outside Delhi Set I, 2012] 4

Ans.

SITUATION VACANT

Required a graduate student fluent in English and Hindi, must know how to maintain accounts. (to run a telephone booth.) Remuneration slightly above market norms. For more details, (Contact : Umesh, Booth 15, Central Market, Delhi)

Q. 26. You are Keshav/Karuna, interested in purchasing a house in Bengaluru. Draft in not more than 50 words an advertisement to be published in the classified column of a local daily giving the details of your requirement. [Comptt. Delhi, 2012] 4

Ans.

ACCOMODATION REQUIRED

Required a 3 BHK independent house near Kamla Nagar, Bengaluru for purchase, must have a garage or proper parking space (good electricity fitting.) Interested parties may contact. Keshav-9412xxxxxx

Q. 27. You have recently constructed a house with all facilities in a posh area. As you have decided to give it on rent, draft a suitable advertisement in not more than 50 words for the 'To Let' column of a local daily. Invent all the necessary details including contact address. [Comptt. Outside Delhi Set II, 2012] 4

Ans.

TO-LET

Available a three bedroom seton rent, independent spacious house in Vikas Nagar Dehradun, in a posh locality. car parking, water facility 24 hours power back up.
Interested persons may contact : Ajit Kumar, Dehradun, Property Mart-0135-20000014.

Q. 28. Write an advertisement in not more than 50 words for the Lost & Found column of the daily 'National Herald', Lucknow stating the loss of your wallet containing a D.D. for Rs. 32,500 and some cash, while travelling by bus from Hazratganj to Nirala Nagar in Lucknow. You are Raman/Roopa, 22A Hazratganj, Lucknow. [Outside Delhi Set III, 2012] 4

Ans.

LOST AND FOUND

A leather wallet, containing a D.D. for Rs. 32,500 and some cash has been lost while travelling by bus from Hazratganj to Nirala Nagar in Lucknow. Whoever finds it is requested to return it to the address given below or contact at the number : 01234563289. The finder shall be suitably rewarded or contact (Roopa at 22-A, Hazratganj, (Lucknow))

AI Q. 29. A.K. International School, Alambagh, Lucknow is looking for a receptionist for the school. Write an advertisement in local newspaper giving necessary details. Draft the advertisement in not more than 50 words. [CBSE SQP 2012, 2011, 2010, 2009, 2008] 4

Ans.

SITUATION VACANT

Required a Receptionist, preferably female, graduate, fluent in English, pleasing personality, between the age group of 25 to 30. Salary negotiable. Interested candidates may apply before 31st March 20xx to Manager, A.K International School, Alambagh, Lucknow.

Commonly Made Error

- Many students miss to mention contact details in the advertisement.
- Some students draft the advertisement using complete long sentences.

Answering Tips

- The advertisement must carry contact details of the person.
- Use of phrases is allowed.

