



10-11 YEARS | WEEK 49

LivingSkills-AdvertisingandMarketing

1. Producers and consumers - Vocabulary	11. Business setup - ideation			
2. Producers and consumers - Differences	12. Business setup - Competition study			
3. Producers and consumers - Producers	13. Business setup - Branding			
4. Consumers - Who are they	14. Business setup - Resources needed			
5. Customer service - Quiz	15. Business setup - Customers			
6. Advertising - Vocabulary	16. Business setup - Marketing			
7. Advertising - Traditional vs digital	17. Business setup - Advertising			
8. Advertising - Types	18. Business setup - Cost and price			
9. Advertising - Advertisements on TV	19. Business setup - Business plan			
10. Advertising - Design a poster	20. Business setup - Business pitch			

Producers and consumers: Vocabulary



The economy is based on creating wealth through selling and buying. The people who do the selling and buying are producers and consumers. Let us fill the blank by choosing the correct options.

				_	
1	are something useful tha	t peo	ple do	for	others.

- a. producers b. consumers c. goods d. services

- a. producers
- b. consumers c. goods
- d. services

- a. producers
- b. consumers c. goods
- d. services

- a. producers
- b. consumers
- c. goods
- d. services

5 Doctor, teacher, barber, policeman, bus driver are examples of _____?

- a. producers
- b. consumers
- c. goods
- d. services











Answer Key: 1) - d), 2) - b), 3) - a), 4) - c), 5) - d)

Producers and consumers: Differences



A producer is someone who makes a good or provides a service while consumer is someone who buys a good or service. Cut the pictures along the dotted lines and paste them under the correct box of producer and consumer.

Producer	Consumer



Answer Key: Producer - 1, 3, 4, 7, 8; Consumer- 2, 5, 6

Producers and consumers: Producers

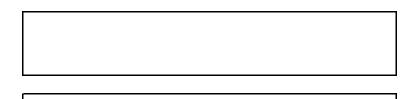


Producers are the people and businesses who make or grow products. Producers can also provide a service. Some examples are given here, identify them and describe their occupation.

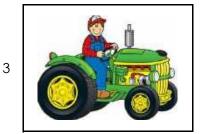
Producers

Identify and describe

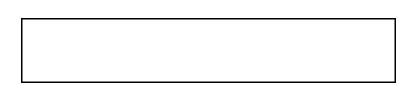




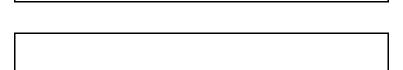












Answer Key: 1) - Scientist, 2) - Software engineer, 3) - Farmer, 4) - Architect, 5) - Soldier

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