



QUESTION BANK – CLASSIFIED ADVERTISEMENT

Class: XI

Sub: ENGLISH

What is an advertisement?

Advertisement is a publicly announced message which is targeted for soliciting or offering various services or to impart information to the common masses. Advertisements are a sort of public notices asking for or offering services or buying and selling property, goods, etc. or providing information about missing persons/objects.

Types of advertisements:

Classified Advertisement and Display advertisement.

ADVERTISEMENT- POINTS TO REMEMBER

- Write the heading in capital letters. Also, you can start with the first one or two words in capital letters to attract the readers.
- In classified advertisements blocks, images and other designs are not allowed.
- Make sure your advertisement provides complete information.
- Provide a proper 'contact' information or else your advertisement may turn to be a futile one.
- Do not exceed 50 words.
- In comparison to display advertisement classified advertisement is less attractive and gets less space. So, use catchy words to attract the readers.
- It should always be brief and to the point.
- It should always have simple and effective language.
- Clearly state the category at the top e.g. FOR SALE, TO LET, etc.
- Give all necessary details in points using commas.
- Be brief and give only significant information
- Should be worded beautifully and tastefully
- Language simple & concise
- Put the matter in a BOX
- Must have contact address, name and telephone number
- NEVER be too lengthy
- Need not be in complete sentences
- Can add email address also

Types of Classified Ads

- Situation Vacant / wanted
- Lost and Found
- Sale and Purchase
- Accommodation
- Educational
- Placement services
- Matrimonial
- To Let
- Tuitions
- Packers and movers
- Kennel
- Tours and Travels

• Situation Vacant - POINTS

- Always start with Situation Vacant, **Wanted** or **Required**. (as appropriate)
- Do not forget to mention the name of the organisation/company
- Clearly state the number of vacancies and post for which the advertisement is about.
- If stated, mention the age and gender of the candidate.
- Qualification and experience required for the post.
- Mention the pay scale, perks and also the mode of applying.
- Address and contact number for correspondence.

SAMPLE: SITUATION VACANT

You are Krishna/Tisha, Secretary, Greenland Enterprises Ltd, Delhi-110006. Your Chairman has asked you to draft an advertisement for a local daily under the classified columns for the vacant posts of one accountant and two office assistants. Draft an advertisement.

SITUATION VACANT

Required one accountant and two office assistants for a renowned firm. Minimum qualification: Bachelor's degree in commerce and work experience of minimum one year. Renumeration-best in the industry. Interested candidates can send their CVs by courier/speed post to Greenland Enterprises Ltd, 4436/16, Daryaganj, Delhi-110006. contact Krishna, secretary, Mobile no 98111xxxxx

Vasant International School needs young and smart lady receptionists. Draft an advertisement to be published in the 'Situation Vacant' column of a local newspaper.

SITUATION VACANT

Vasant International School requires a smart young receptionist possessing excellent spoken English and a pleasing personality. Working knowledge of computers essential. Excellent salary and prospects for the deserving candidates. Only eligible may come for a walk-in interview along with testimonials at 10:00 am on 18th August 20XX to Vasant International School, Vasant Kunj, New Delhi.

Questions for Practice:

1. Hotel Taj Residency I, Agra requires a manager for the hotel. 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.
2. You are General Manager of Ivry Software Solutions, Agra Cantt, Agra. You need a software engineer for your organization. Draft an advertisement in not more than 50 words to be published in 'The Times of India' under the classified columns.

SITUATION WANTED – POINTS

In this part you are an advertiser who is offering service to the people or organizations those who need your service.

- Mention the candidate's educational qualifications, other qualifications and experience in the service offered by you.
- Mention the age and gender of the candidate such as only male or female, married or unmarried etc.
- Clearly mention the pay desired by you
- Give your contact address, email or any other way of communication.
- State the kind of job, area, timing and the locality you offer your service.
- **ALL ARE TO BE WRITTEN IN THE THIRD PERSON**
Put your advertisement in a box

SAMPLE 1: SITUATION WANTED

A full-time computer engineer seeks a job. Write out a suitable advertisement for entry in the situation wanted column of a local newspaper. Your answer should be within 50 words. Invent detail yourself.

SITUATION WANTED

A well –qualified, experienced and expert postgraduate computer engineer after teaching in Nigeria had returned India and seeks full-time/part-time job. Well-versed in software-hardware & data-based programme. Running own center at 10, Maurice Nagar, University Campus, Delhi. Interested persons may seek guidance and services in all computing work. Payments and other benefits are negotiable. Please contact Piyush Gupta of 30, Hakikat Rai Road. Adarsh Nagar, Delhi or ring: 43921676.

SAMPLE 2: SITUATION WANTED

Arun Gupta of M-3, Neel Kamal Apartment, Shimla, had a very sound knowledge of tourist palaces in Shimla. He wants to work as a Tourist Guide during the winter break Write out a suitable advertisement for publication in the Tours and Travel Section of a local newspaper in about 50 words.

SITUATION WANTED

A widely traveled well-acquainted tourist guide, expert in hilly and historical places round about Shimla seeks a part-time job during the winter break. He is a stout, experienced person perfect in mountain climbing problems. He is well versed in English, Hindi, Punjabi and hilly language. Desirous travelers may contact Arun Gupta M-3, Neel Kanal Apartment, Shimla at any time or ring 22241880. Payment after sightseeing and full satisfaction.

Questions for practice

1. Shubham/Shubha Marwaha of M – 3, Neel Kamal Apartment, Shimla, has a very sound knowledge of tourist places in the city. She wants to work as a tourist guide during the winter break. Draft a suitable advertisement for this account in about 50 words by giving the necessary details.
2. You are a Sales and Marketing Executive in need of a job in your hometown. Draft an advertisement for The National Times classified columns giving your qualification and experience.
3. You are Vikram/Sonia, a graduate in history with specialization in Medieval India. You are well acquainted with places of historical interest in Delhi, Agra and Jaipur. You are looking for the job of tourist guide. Write an advertisement in about 50 words for the situations wanted column of a local newspaper. Your contact no. 999751234.

FOR SALE / PURCHASE OF PROPERTY / ASSETS

- These types of ads start with **SALE / PURCHASE / WANTED**.
- Give a brief description of the property / vehicle / goods.
- In case of property, mention the number of floors, size, number of rooms, location and surroundings.
- In case of a vehicle, mention the colour, model, accessories, year, modifications (if any), price, mileage and condition.
- For household goods, mention the condition, the price offered or expected.
- facilities – power connection, telephone connection, parking, washrooms/toilets/proximity to business/ shopping area

SAMPLE 1-

you are k. issac,7, Mohammedi lines, Hyderabad. You want to sell your newly constructed villa. Draft an advertisement in not more than 50 words for publication in the Indian express under the classified column, marked, property'. Include relevant details like location, type of accommodation and contact address including telephone number.

PROPERTY FOR SALE

A beautiful villa, newly constructed is available for sale. The living space includes three bedrooms with attached bathrooms, a drawing cum dining and a spacious kitchen. It is centrally located, close to the main market and airport. Expected cost Rs 70 Lakhs, negotiable. Those interested please contact K. Isaac, 7, Mohammedi Lines, Hyderabad or dial 7747432.

SAMPLE 2

You are Gaurav Singh of 4 a.f.n.o. enclave, swarka, new Delhi. You want to sell your car. Draft an advertisement in not more than 50 words for publication in the times of India giving details of make, model, condition and giving your contact address.

CAR FOR SALE

A 2016 model, light blue Santro, only 11,000 km driven, in good condition is available for sale. Single hand driven, Pioneer Music System, excellent mileage, new tyres and seat covers, fully insured, can test drive on any weekend. Expected price 2.85 lakhs. Only genuine buyers may contact Gaurav Singh, 4 A.F.N.O. Enclave, Swarka, New Delhi or dial 28790900

Questions for Practice.

1. You are Ashok/Ashima of Lucknow. You have got a foreign assignment and will be going abroad soon for at least 10 years. You propose to sell your flat before going. Draft an advertisement for it to be published in the classified columns of The New Times, New Delhi.
2. You are Dr Madhu, M.D. You are looking for an independent house in Ghaziabad on a reasonable rent for your residence – cum – clinic. Draft a suitable advertisement in not more than 50 words to be published in The Daily Times, New Delhi. Your telephone no is 12341234.

TO – LET

Essential Details

- These types of ads start with **TO LET**
- Giving heading ‘TO LET’ or Available’ or other suitable phrase
- Details of accommodation- number of bedrooms, size of rooms, bathrooms etc.
- Brief description of the accommodation, location and surroundings.
- Facilities- water, electricity supply, park facing, proximity to market, school etc.
- Type of construction
- Preference of tenants- small family, company lease.
- Rent expected, agreement required, other terms
- brief description – floor, porch, garage, store, lawn, garden
- direction/location: sun/park facing, well-lit, corner, proximity to market, school, etc.
- Contact address/email/phone number

SAMPLE 1

You are Shalini, Vijay vihar, Haryana. You want to let out a house. Draft an advertisement in about 50 words to be published in the classified columns of a newspaper.

TO LET

Available on rent-basis a newly built house in Vijay Vihar. Four bedrooms with attached baths, a drawing-cum-dining room, a large kitchen, and a balcony. Garage with car parking facility also provided. Rent expected to be around Rs. 5,000 -7,000 p.m. Family preferred. Contact mobile number – 7503391356 or Shalini, 98, Vijay Vihar, Gurgaon, Haryana.

SAMPLE 2

You are the manager of a reputed bank. You are looking for a house in a calm area. Draft a suitable advertisement for a house suiting your requirements.

ACCOMMODATION WANTED

Wanted a house on rent for a bank manager. It should be located in a friendly area with less traffic. Location near the railway station preferred. Fully Furnished or semi furnished preferred. Should have uninterrupted power and water supply. Parking space a must. Willing to pay up to Rs 10,000/pm based on facilities. Please Contact mobile number – Arun Arora, 7503391356.

Questions for Practice.

1. You want to let out a house. Prepare an advertisement to this effect, for publication in a newspaper giving the location of the building, nature of accommodation, rent expected, etc.
2. A reputed multinational company requires on lease for two years a three-bedroom independent flat/house in a posh locality, preferably around Defence Colony. Write out an advertisement in about 50 words suitable for publication in the classified columns of a local daily. Invent suitable details.
3. You want to set up a new furniture outlet in Ghaziabad. Draft an advertisement, seeking a suitable building on rent. Your advertisement is to be published in the 'Wanted' column of the Hindu.
4. You are looking for a house on rent in North Delhi where you have been transferred. Write out an advertisement for publication in a newspaper giving your requirements. You are S Mohan, 65, Urban Estate, Karnal.