



# Vidya Bhawan Balika Vidyapith, Lakhisarai

(Shakti Utthan Ashram, Lakhisarai – 811311)

**Class – IX**

**Subject Teacher:- Sonu Kumar Singh**

**Date:- 15/01/2022**

**Subject : - ENGLISH**

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**(Topic: - Reading Session)**

**Read the passage given below-**

Mass marketing is a technical term that refers to the selling of a product on a large scale. It involves products that are produced in large quantities. There may be minor differences in localized markets. The mass marketing strategy ignores these. Mass marketing appeals to the whole market with a single offer or strategy. This is done by broadcasting a message that will reach the largest number of consumers possible.

Mass marketing uses the mass media to get their message across. Radio, television and newspapers are the usual vehicles employed. With the advent of social media, strategies are now also devised to take advantage of this new avenue. Exposure to a product is maximized by reaching the largest audience possible. This often directly correlates to a larger number of sales. Mass marketing focuses on high sales and low prices. This is just the opposite of Niche marketing. Niche marketing targets a very specific segment of the market. It involves specialized services or goods with few or no competitors.

Mass marketing came into existence in the 1920s when mass radio came into use. The mass radio, broadcasting to huge audiences nationwide gave corporations an opportunity to appeal to a wide variety of potential customers. Before this, the strategy of marketing was what may be called variety marketing. In this strategy, different methods were used to appeal to different sections of society most often according to geographical location.

**A. Answer the following questions:**

- a) What is mass marketing?
- b) What has changed along with the advent of social media?
- c) Differentiate between niche marketing and mass marketing.
- d) When did mass marketing come into existence?
- e) What opportunity did it create?
- f) What is variety marketing?
- g) Explain the phrase "high sales and low prices".

**B. Suggest synonyms for the following words.**

- a) Strategy
- b) Advent
- c) Maximized
- d) Specialized
- e) Geographical

**C. Find out the word from the passage which means-**

- a) A small concavity
- b) A group of listeners

**D. Give a suitable title for the passage.**

**\*Note:- All students need to write this passage in your C.W copy and Solve these question in your H.W. Copy.**

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