

Listening Test

Sub : English

Std : VIII

Session : 2025-26

F.M : 5

1. According to the UNICEF study cited in the report, women constitute what percentage of total characters in Indian advertisements? (1)

- A. 56%**
- B. 49.6%**
- C. 60%**
- D. 8.8%**

2. Women in Indian advertisements are how many times more likely to be presented as stunning or attractive compared to men? (1)

- A. Four times**
- B. Five times**
- C. Six times**
- D. Nine times**

3. The statement “These are excellent numbers, but put some context into it and the story changes” primarily suggests that: (1)

- A. Statistical representation alone is insufficient to judge progress.**

- B. Women dominate advertising in every sphere.
- C. Advertisements have achieved gender parity.
- D. Screen time automatically ensures empowerment.

4. The reference to advertisements as “the cave art of the 20th century” implies that advertisements: (1)

- A. Are primitive and irrelevant in modern society.
- B. Function as cultural imprints that reflect and shape societal values.
- C. Have lost their persuasive power over time.
- D. Exist merely as decorative media content.

5. In the context of the report, the word “regressive” most nearly means backward-looking. Which of the following is its closest antonym? (1)

- A. Retrograde
- B. Progressive
- C. Archaic
- D. Conventional