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(Pages : 2)

Name.....28.....

Reg. No.....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2015**

(U.G.—CCSS)

Elective Course—Functional English

**FE 6B 15 (E1)—ADVERTISING THEORY AND PRACTICE**

(2012 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :—

1. (a) Advertising serves to bring opinions to the ——.

(Audience, Viewers, Public)

(b) Advertising is always ——.

(Static, Dynamic, State)

(c) CGI stands for computer generated ——.

(Imagery, Investment, Impact)

(d) Some advertisers bank upon ——.

(Celebrations, Celebrities, Calibre)

2. (a) —— usually have the largest font size.

(Headlines, Sub-headings, Articles)

(b) —— are used to make a product unique.

(Advertisements, Trademarks, Graphics)

(c) Women mostly advertise —— products.

(Domestic, Overseas, Market)

(d) When —— are satisfied, business is assured.

(Labourers, Clients, Producers)

3. (a) —— is considered to be the father of modern advertising.

(Hall, Leacock, Lasker)

(b) Spontex is a well known —— manufacturer.

(Coir, Sponge, Furniture)

(c) Many —— tend to distract the driver.

(Bill boards, leaflets, pamphlets)

Turn over

(d) E-mail stands for ——— mail.

(Electric, Electronic, Elementary)

(3 × 1 = 3 weig

II. Answer any *nine* of the following in two or three sentences each :—

- 4 Old advertising trends.
- 5 ROI.
- 6 Asianet.
- 7 Logos.
- 8 Graphics.
- 9 Optical effects.
- 10 Account services.
- 11 Positive impact of advertisement.
- 12 Client satisfaction.
- 13 Typography.
- 14 PSA.
- 15 J.V. Vilanilam.

(9 × 1 = 9 Weigh

III. Answer any *five* of the following in about 100 words each :—

- 16 Different definitions of advertising.
- 17 Billboards.
- 18 Media services.
- 19 Importance of advertisement.
- 20 Women in advertisement.
- 21 TV ads.
- 22 Children in advertisements.
- 23 The negative effects of advertisement.

(5 × 2 = 10 n

IV. Draft an advertisement on any *two* of the following with a note highlighting the points to be in mind while drafting :—

- 24 A ready-made shop for gents to be opened shortly
- 25 A music academy to be started soon.
- 26 A film institute to be opened in your home town immediately.
- 27 A computer showroom to be opened soon.

(2 × 4 = 8 n