

15U558

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Name:

Reg. No.....

FIFTH SEMESTER UG DEGREE EXAMINATION, OCTOBER 2017

(CUCBCSS-UG)

CC15UFEN5 D03-ADVERTISING : THEORY AND PRACTICE

(Functional English - Open Course)

(2015-Admission Regular)

Time: Two Hours

Maximum: 40 Marks

I. Answer the following questions:

1. The sense of attraction created by an advertisement is known as
(Desire, Appeal, Entertainment)
2. Advertisement that uses the fame of a popular person is called
(Celebrity ad, Publicity ad, Customer ad)
3. "Impossible is Nothing" is the brand slogan of
(Nike, Ceat, Addidas)
4. is the first advertising agency in India.
(B. Dattaram and Co, Ogilvy and Mater, Hindustan Thompson Associate)
5. AIDA stands for Attention, Interest, Desire and
(Attraction, Appeal, Action)
6. is design or graphic mark that gives unique identity to a product.
(Logo, Illustration, Graphics)

(6×1/2=3 marks)

II. Answer any *five* of the following in two or three sentences:

- | | |
|-------------------------------------|----------------------------------|
| 7. How does AMA define advertising? | 8. What is copy creativity? |
| 9. Trademark | 10. Public Service Advertisement |
| 11. Billboards | 12. Graffiti |

(5×2=10 marks)

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

- | | |
|--------------------------------------|---|
| 13. New trends in advertising | 14. The three components of advertising |
| 15. Basic Advertising Copy Structure | 16. Electronic media advertisements |

(3×5=15 marks)

IV. Answer *any one* of the following in about 300 words:

17. Explain the function and structure of advertising agencies.
18. Describe the techniques and procedures involved in the visualisation of advertisements.

(1×12=12 marks)
