

C 21316

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Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2017

(CUCBCSS-UG)

Functional English

FEN 6B 15(A)—LANGUAGE FOR ADVERTISING THEORY AND PRACTICE

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- 1 (a) QR stands for quick ———.
(Reach, Response, Receipt).
- (b) ——— is considered to be the father of modern advertising.
(Paul Roberts, Albert Lasker, John Higgins).
- (c) Advertisement is a process by which we create a ——— for a product.
(Desire, Market, Demand).
- (d) Advertisement is always ———.
(Static, Dynamic, Disastrous).
- 2 (a) Towards the beginning of ——— century, advertising agencies were established.
(18th, 19th, 20th).
- (b) When ——— are satisfied, business is assured.
(Markets, Clients, Products).
- (c) FEMA stands for Federal ——— Management Agency.
(Emergency, Efficient, Established).
- (d) Many ——— tend to distract the drivers.
(Fliers, Billboards, Brochures).
- 3 (a) PSA stands for ——— servive advertisement.
(Private, Public, Prudent).
- (b) The negative aspect of ——— is that it boosts the price of goods.
(Advertising, Publicity, Propaganda).
- (c) ——— space gives ad designs a breathing space.
(White, Black, Empty).
- (d) ——— are designs, emblems or graphic marks.
(Logos, Signs, Dots).

(12 × 1 = 12 marks)

Turn over

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

- | | |
|-----------------------------|------------------------------------|
| 4 New age electronic media. | 5 Broadcast advertising. |
| 6 The radio jingle. | 7 Production department. |
| 8 Trademark. | 9 Optical effects. |
| 10 Radio advertising. | 11 Positive impact of advertising. |
| 12 Account services. | 13 Hoardings. |
| 14 Client satisfaction. | 15 ROI. |

(9 × 2 = 18 marks)

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

- 16 Origin and development of advertising.
- 17 Economic impact of advertising.
- 18 New trends in advertising.
- 19 Characteristics of a good ad agency.
- 20 Print media ads.
- 21 Billboards.
- 22 Copy writing.
- 23 Graphics.
- 24 Animation.
- 25 Visualization of advertisements.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each :—

- 26 Advertisement and creativity.
- 27 Advertisement types.
- 28 Advertisement as a process.
- 29 Electronic media ads.

(2 × 10 = 20 marks)