

15U646

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Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2018

(CUCBCSS-UG)

CC15U FEN6 E01 - LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

Functional English–Elective

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions :-

1. (a) ABP stands for American -----.
(Business Press, Bureau Panel, Bill Poll)
- (b) The first newspaper published in India was -----.
(*The Deccan Chronicle, The Tribune, Bengal Gazette*)
- (c) Advertising serves to bring opinions to the -----.
(firms, agencies, public)
- (d) ----- is a new media.
(Radio, TV, Website)
2. (a) Readability depends on -----.
(human interest, credibility, efficiency)
- (b) ----- satisfaction plays an important role in today's world.
(Personal, Client, Job)
- (c) Women mostly advertise in ----- products.
(domestic, market, expensive)
- (d) ----- is a well known motor company.
(Whirlpool, Samsung, Ford)
3. (a) Connotative meanings are ----- meanings.
(indirect, direct, surface)
- (b) MPA stands for ----- Publishers Association.
(Metro, Magazine, Media)
- (c) ----- are designs, emblems, or graphic marks.
(Logos, Official marks, Trade marks)
- (d) Visualisation concerns -----.
(actions, ideas, feelings)

(12 x 1 = 12 Marks)

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

- | | |
|-------------------------|----------------------|
| 4. Psychographics. | 10. ROI. |
| 5. Pamphlets. | 11. Bill boards. |
| 6. Client satisfaction. | 12. Body copy. |
| 7. Vignettes. | 13. Copy creation. |
| 8. Layout. | 14. QR codes. |
| 9. Non mass media. | 15. Client servicing |

(9 x 2 = 18 Marks)

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

16. Children in advertisements.
17. Account services.
18. Radio advertising.
19. Early Advertising Agencies.
20. Print media ads.
21. Copy writing.
22. Graphics.
23. Animation.
24. Humour in advertising.
25. The negative effects of advertisements.

(5 x 6 = 30 Marks)

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

26. Function and characteristics of a good ad agency.
27. Different formats used in advertsing.
28. Advertising strategy and planning
29. Advantages of Television advertising.

(2 x 10 = 20 Marks)
