

21U649

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Name:

Reg.No:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U FEN6 B15 - LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

(Functional English - Elective Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What do you mean by demographical factors in advertising?
2. Who is regarded as the father of first advertising Agency in India?
3. Explain any two basic features of advertising Agency.
4. Explain the term "Lay out" in advertising.
5. Industrial advertising.
6. Television advertising.
7. What do you mean by outdoor advertising?
8. Transit ads.
9. Subhead.
10. What do you mean by advertising campaign?
11. Explain "demographic selectivity" in magazine advertising.
12. Social appeal.
13. White space.
14. Film advertising.
15. "Copy is the creamy core of advertising". Explain.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Discuss with examples the major objectives of advertising.

17. Discuss in General the Objectives of Advertising Agency.
18. Explain the advantages and disadvantages of News paper advertisement.
19. New media advertisements.
20. Discuss in detail the formula for copy creativity.
21. Write a short note on the language of advertising.
22. Readability in advertising.
23. Explain the basic qualities of a copy writer.

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Discuss advertising as a process.
25. Mass media advertising.
26. Explain in detail the concept of Copy thinking.
27. Draft an advertisement of your choice and explain it with AIDA model of advertising

(2 × 10 = 20 Marks)
