

D 11422

Name.....

Reg. No.....

**FIFTH SEMESTER B.A./B.Sc./B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2016**

(CUCBCSS-UG)

Open Course

FEN 5D 03—ADVERTISING : THEORY AND PRACTICE

Time : Two Hours

Maximum : 40 Marks

I. Answer the following questions :

- 1 QR stands for Quick _____.
(Reaction, Response, Remedy)
- 2 _____ is a well known sponge manufacturer.
(Spontex, Sintex, Silicon)
- 3 A _____ is a single page leaflet advertising.
(Brochure, Flier, Billboard)
- 4 _____ are used to make a product unique.
(Trademarks, Signs, Symbols)
- 5 _____ advertisements are very crucial in today's world.
(Costly, Catchy, Careful)
- 6 When _____ are satisfied, business is assured ?
(Clients, Celebrities, Editors)

(6 × ½ = 3 marks)

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

- | | |
|------------------------------|---------------------|
| 7 Billboards. | 8 Asianet. |
| 9 Pamphlet. | 10 Green marketing. |
| 11 New age electronic media. | 12 Typography. |

(5 × 2 = 10 marks)

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

- | | |
|---|-------------------------|
| 13 Characteristics of a good ad agency. | 14 Copy writing. |
| 15 Graphics. | 16 Advertisement types. |

(3 × 5 = 15 marks)

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

- 17 The process of advertisement.
- 18 Electronic media advertisements.

(1 × 12 = 12 marks)