

22U543

(Pages: 2)

Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U FEN5 D02 - LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

(Functional English - Open Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. Define generally the term advertising agency.
2. What are the basic functions of PR department in advertising agency?
3. Write two examples for advertising a service.
4. Institutional advertising.
5. Write any two advantages of advertising in Television.
6. Micro blogging advertising.
7. Define copy creativity in one or two sentence.
8. What is copy structure?
9. Brevity in advertising.
10. Advertising theme.
11. Window display.
12. Rational appeal.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Visualization of Advertisement.
14. Readability in advertising.
15. Radio advertising.
16. Media department in advertising Agency.
17. Role of an advertising Agency.

18. Write a brief note on changing nature of advertising.
19. Ingredients of copy structure according to Otto Kleppner.

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. Write an essay on Origin, growth and definition of advertising.
21. Write a brief note on new trends in advertising and explain the Advantages and disadvantages of online advertising.

(1 × 10 = 10 Marks)
