

22U650

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Name :

Reg. No :

SIXTH SEMESTER B.A DEGREE EXAMINATION, APRIL 2025

(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. Explain "Advertising is sales promotion in Print".
3. What does the term nonpersonal mean in advertising definition?
4. Write two examples for advertising a product.
5. Product place advertising.
6. News paper advertising.
7. Graphics in advertising.
8. Guerilla advertising.
9. Brevity in advertising.
10. Trademarks.
11. Explain "clutter" in news paper advertising.
12. Advertising theme.
13. Contrast.
14. Product characters.
15. Explain the concept of "Space is money" in print advertising.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Write briefly on different definitions of advertising.
17. Write a brief note on Research Department in Advertising Agency.

18. Discuss in detail industrial advertisement and institutional advertisement.
19. Explain the advantages and disadvantages of Television advertisement.
20. Demographical factors in advertising.
21. Write a brief note on copy style.
22. Discuss visualization techniques in advertising.
23. Explain the concept of USP with examples.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Trace the history of advertising in detail.
25. Discuss in detail different types of advertising based on media category.
26. Non mass media in advertising.
27. Draft an advertisement of your choice and explain it with AIDA model of advertising.

(2 × 10 = 20 Marks)
