

**23U539**

(Pages: 2)

Name: .....

Reg.No: .....

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19UFEN5D02 - 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. Why is that 'advertising is called to be the first business open to women'?
2. Write any two disadvantages of using an advertising agency.
3. Write two examples for advertising an idea.
4. Institutional advertising.
5. 3 D animation.
6. Window display.
7. Write the formula for copy creativity.
8. Trademark.
9. Fear appeal.
10. Image in advertising.
11. Advertising appeal.
12. AAAI

**(Ceiling: 20 Marks)**

**Part B** (Short essay questions - Paragraph)

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

13. Non- mass media ads.
14. Print media in advertising.
15. Client satisfaction.
16. Magazine advertising.

17. Special effects in advertising.
18. Visualization techniques in advertising.
19. AIDA model of advertising.

**(Ceiling: 30 Marks)**

**Part C (Essay questions)**

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

20. Four major components in advertising.
21. Advertising Agency.

**(1 × 10 = 10 Marks)**

\*\*\*\*\*