

23U650

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Name:

Reg.No:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2026

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19UFEN6B15 - 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. Define advertising agency according to AAAI.
2. Write any two disadvantages of using an advertising agency.
3. What are the basic functions of copy department in advertising agency?
4. What does the term nonpersonal mean in advertising definition?
5. Write two examples for Institutional advertising.
6. Write any two disadvantages of advertising in magazine.
7. 3 D animation.
8. Window display.
9. Billboard.
10. Write the formula for copy creativity.
11. Explain "personal selling" in advertising.
12. Explain "clutter" in news paper advertising.
13. Biological appeal.
14. Contrast.
15. ROI

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Write a brief note of the term "Advertiser in Advertising".

17. PSA
18. Explain the advantages and disadvantages of Radio advertisement.
19. Discuss Copy thinking.
20. Copy structure.
21. Ingredients of copy structure according to Otto Kleppner.
22. Discuss film advertising with special reference to special effects.
23. Media selection criteria.

(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 advertising as a process.
26. Visualization techniques in advertising.
27. Qualities of a good copy writer.

(2 × 10 = 20 Marks)
