

16U646

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Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2019

(Regular/Supplementary/Improvement)

(CUCBCSS - UG)

CC15U FEN6 E01 - LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

Functional English – Elective

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Fill in the blanks choosing the correct answers:

1. (a) Connotative meanings are ----- meanings.
(direct, indirect, surface)
- (b) Advertising is always -----.
(static, dynamic, stagnant)
- (c) Visualization concerns -----.
(ideas, actions, feelings)
- (d) Readability depends on -----.
(human interest, interest, credibility)
2. (a) The list of debtors put up by Roman forum were called -----.
(albums, debtors, libels)
- (b) ----- is a new media.
(Radio, TV, Website)
- (c) Advertising serves to bring opinions to the -----.
(agencies, public, firms)
- (d) A ----- capsulizes the benefits of a product.
(opening line, closing line, closing slogan)
3. (a) USP stands for Unique Selling -----.
(Purpose, Preposition, Persistence)
- (b) The word “infomercial” combines the word “information” and “-----”.
(commercial, commerce, special)
- (c) ----- space gives ad designs a breathing space.
(Black, Blue, White)
- (d) ----- is a single page leaflet advertising.
(Leaflet, Brochure, Flyer)

(12 x 1 = 12 Marks)

II Answer any *nine* of the following in two or three sentences:

4. Green marketing.
5. What is a logo?
6. Pamphlets.
7. Trademark.
8. What is client servicing?
9. FEMA
10. What are the topics which draw people's attention?
11. Explain inverted pyramid.
12. Why should we not dismiss oral advertising as old fashioned?
13. What are the different sources from which we get information about the consumer?
14. What is great advertising?
15. Mobile billboards.

(9 x 2 = 18 Marks)

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

16. New media Ads.
17. Advertiser.
18. Celebrity Ads.
19. Women in Advertisements.
20. Client satisfaction.
21. Fantasy in advertisements.
22. Demonstration Format.
23. Copy style.
24. Qualities of a good copywriter.
25. Advertising in movies.

(6 x 5 = 30 Marks)

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

26. Early history of advertising.
27. Jobs in a Communication Agency.
28. Radio and TV Advertising.
29. Current trends in advertising,

(2 x 10 = 20 Marks)
