

18U535

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Name:

Reg. No.....

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC15U FEN5 D03 - ADVERTISING: THEORY AND PRACTICE

(Functional English - Open Course)

(2015 Admission onwards)

Time: Two Hours

Maximum: 40 Marks

I. Answer the following questions

1. The first printed advertisements were single sheets, printed on one side, that is today called
(Fliers, Barrages, Bill Board)
2. The first thing a reader notices in a print Ad is
(Headline, Copy, Illustration)
3. P in USP stands for
(Preposition, Proportion, Portion)
4. A short and striking phrase used in advertisement is called
(Logo, Slogan, Sign).
5. The heart and soul of Ad agency is
(Media department, Creative service department, Finance department)
6. A photograph or illustration used in advertisement is called
(Art, Alley, Block)

(6 × ½ = 3 Marks)

II. Answer any five of the following in two or three sentences each:

7. Copy structure.
8. Print media Ads.
9. Institutional advertising.
10. Typography.
11. Non- Mass media Ads.
12. Graffiti.

(5 × 2 = 10 Marks)

III. Answer any three of the following in about 100 words each:

13. Structure of Ad agency.
14. Four components of advertising.

15. Basic principles of Ad designs.

16. New trends in advertising.

(3 × 5 = 15 Marks)

III. Answer any *one* of following in about 300 words –

17. Qualities of a good copy writer.

18. Function and characteristics of a good Ad agency.

(1 × 12 = 12 Marks)
