

**17U647**

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Name: .....

Reg. No.....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

**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 correct answers. Each question carries 1 mark.

1. (a) A ----- capsulizes the benefits of a product.  
(closing line, opening line, closing slogan)
- (b) Readability depends on -----  
(interest, human interest, credibility)
- (c) Advertising serves to bring opinions to the -----  
(agencies, public, firms)
- (d) CAB stands for ----- Advertising Bureau.  
(Cable, Campaign, Cell)
2. (a) ----- is a reflection of the perspective.  
(Structure, Style, Sample)
- (b) Women mostly advertise ----- products.  
(domestic, overseas, market )
- (c) ROI stands for Return of -----  
(Investment, Infrastuctue, Initiative)
- (d) India's first newspaper is -----  
(*Bengal Gazette, Indian Times, Indian Express*)
3. (a) A ----- is single page leaflet advertising.  
(flyer, brochure, leaflet)
- (b) Advertisement creates a ----- for the product.  
(dislike, hatred, desire)
- (c) Psychographics are -----  
(soft facts,hard facts, narrow facts )
- (d) National Advertising Service was established in -----  
(1931, 1932, 1933)

**(12 x 1 = 12 Marks)**

II. Answer any *nine* of the following in two *or* three sentences. Each question carries 2 marks.

4. What is advertising strategy?
5. What is body copy?
6. What is a logo?
7. Why are trademarks used?
8. What is client servicing?
9. Explain 'inverted pyramid'.
10. Vignettes.
11. Fantasy in commercials.
12. Billboard.
13. Libel.
14. Cinema slides.
15. Green marketing.

**(9 x 2 = 18 Marks)**

III. Answer any *six* of the following in about 100 words. Each question carries 5 marks.

16. Print media Ads.
17. Animation.
18. Account services.
19. Institutional advertising.
20. Mass Communication.
21. Radio Advertising.
22. Humour in advertisement.
23. Music Format.
24. Early history of advertising.
25. Advertising campaigns.

**(6 x 5 = 30 Marks)**

IV. Answer any *two* of the following in 300 words. Each question carries 10 marks.

26. Current trends in advertising.
27. What are the jobs in a Communication Agency?
28. Visualization of advertising.
29. Copy creation.

**(2 x 10 = 20 Marks)**

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