

19U536

(Pages: 2)

Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

CC19U FEN5 D02 - LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

(Functional English - Open Course)

(2019 Admission - Regular)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What do you mean by demographical factors in advertising?
2. Define advertising agency according to AAI.
3. Define 'advertising' according to AMI.
4. Institutional advertising.
5. Transit advertising.
6. Guerilla advertising.
7. Advertorial.
8. What is called a "copy" in advertising?
9. Trademark.
10. Fear appeal.
11. Define the term 'advertiser'.
12. Typography.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Visualization of Advertisement.
14. New trends in advertising.
15. Discuss the advantages and disadvantages of Television advertising.
16. Different types of advertising.
17. Discuss advertising agency in detail.
18. Write a brief note on copy structure.
19. Types of advertising appeals.

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. Draft an advertisement for a product of your choice and explain it with AIDA model of advertising.
21. Non mass media in advertising.

(1 × 10 = 10 Marks)
