

18U648

(Pages: 2)

Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(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. Answer the following bunches of questions: -

1. (a) ----- is a new media.
(TV, Radio, Website)
- (b) TRP stands for Television ----- Points.
(Rating, Ratio, Review)
- (c) Denotative meanings are ----- meanings.
(deep, indirect, surface)
- (d) A ----- is a single page leaflet advertising.
(brochure, flyer, billboard)
2. (a) The monitoring body of advertising in India is -----.
(ASCI, PCI, PTI)
- (b) Advertisement is a powerful tool for -----.
(marketing, shopping, business)
- (c) The first newspaper to publish an advertisement in India is -----.
(The Bengal Gazette, The Times of India, The Indian Express)
- (d) A ----- capsulizes the benefits of the product.
(opening line, closing line, closing slogan)
3. (a) Demographics are -----.
(soft facts, hard facts, narrow facts)
- (b) ----- advertising is also known as guerilla advertising.
(Covert, Online, Press)
- (c) Advertisement creates a ----- for a product.
(dislike, desire, hatred)
- (d) ----- usually have the largest font size.
(Articles, Sub-headings, Headlines)

(12 × 1 = 12 Marks)

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

4. Tagline.
5. Green advertising.
6. Copy creativity.
7. Jingles.
8. Definition of advertising.
9. Billboards.
10. Pop-ups.
11. AIDA Model of advertising.
12. Client servicing.
13. The 'Why' technique.
14. Libel.
15. Typography in ads.

(9 × 2 = 18 Marks)

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

16. Media Services.
17. The origin of advertising.
18. Basic principles of designing.
19. Negative impact of ads.
20. Balance in advertising.
21. New Media ads.
22. Public Service Advertisements.
23. Advertising as a product.
24. Display boards.
25. Media selectivity criteria.

(6 × 5 = 30 Marks)

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

26. Types of advertisements
27. The structure, function and characteristics of a good ad agency.
28. Draft an advertisement for an Entrance Coaching Centre with a note highlighting the points to be kept in mind while drafting an advertisement.
29. Stages of copy creativity.

(2 × 10 = 20 Marks)
