

19U634

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Name: .....

Reg.No: .....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022**

(CBCSS - UG)

**CC19U FEN6 B15 - LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE**

(Functional English - Core Course)

(2019 Admission - Regular)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A** (Short answer questions)

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

1. Define advertising agency according to AMA.
2. What are the basic functions of account department in advertising agency?
3. What are the basic functions of media department in advertising agency?
4. Define advertising according to AMA.
5. Write two examples for Place advertising.
6. Write any two advantages of advertising in newspaper.
7. Micro blogging advertising.
8. Graffiti.
9. What is called a “copy” in advertising?
10. Define “readability” in one or two sentences.
11. Explain "point of purchase" in advertising.
12. Rational appeal.
13. Proximity.
14. Product characters.
15. How does a short story differ from advertising?

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. Discuss with examples the major objectives of advertising.
17. Write briefly on different definitions of advertising.
18. PSA
19. Discuss in detail Print media advertisements.
20. Visualization in Copy thinking.
21. Benefits of advertising through social media.
22. Believability in advertising.
23. AIDA model of advertising.

**(Ceiling: 35 Marks)**

**Part C** (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Four major components in advertising.
25. Discuss in detail different types of advertising.
26. Three stages of Copy creativity.
27. Draft an advertisement of your choice and explain it with AIDA model of advertising.

**(2 × 10 = 20 Marks)**

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