

20U538

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Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U FEN5 D02 - LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

(Functional English - Open Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. Write the names of any two international advertising agencies.
2. What are the basic functions of account department in advertising agency?
3. Define advertising according to John F Kennedy.
4. Infomercial.
5. Special effects in advertising.
6. Window display.
7. Guerilla advertising.
8. AIDA model of advertising.
9. Logo.
10. Fear appeal.
11. Rational appeal.
12. Problem- solution approach.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Write a short note on the definition of advertising explaining various features of advertising according to AMA.
14. New media in advertising.
15. Media selectivity criteria in advertising.

16. Write a short note on copy style.
17. Advantages of using an advertising agency.
18. Write a brief note on the essentials of ad copy.
19. Art department in advertising agency.

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. Visualization techniques in advertising.
21. Types of advertising based on product distinction.

(1 × 10 = 10 Marks)
