

20U649

(Pages: 2)

Name:

Reg.No:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U FEN6 B15 - LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

(Functional English - Elective Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. Cite two reasons for having an identified sponsor in advertising.
2. Define advertising agency.
3. What are the three major objectives of an advertising agency?
4. What are the basic functions of PR department in advertising agency?
5. Infomercial.
6. Write any two disadvantages of advertising in newspaper.
7. Animation in advertising.
8. Transit ads.
9. "Body" in copy structure.
10. Write the names of any two national advertising agencies.
11. Explain "personal selling" in advertising.
12. Image in advertising.
13. Product characters.
14. Explain the concept of "Time is money" in visual advertising.
15. Write any two basic features of "readability" in 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. Discuss in detail the role of advertising Agency.

18. PSA
19. New trends in Advertising.
20. Discuss in detail the formula for copy creativity.
21. Film advertising.
22. Discuss Typography in advertising.
23. Discuss basic principles of Advertising in layout.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Discuss in detail Organisational structure of an advertising agency.
25. Discuss in detail different types of advertising.
26. Explain in detail the concept of Copy thinking.
27. Draft an advertisement of your choice and explain it with AIDA model of advertising.

(2 × 10 = 20 Marks)
