

21U539

(Pages: 2)

Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023

(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. Define the term advertiser.
2. What are the three major objectives of an advertising agency?
3. Write two examples for advertising a product.
4. PSA
5. Write any two disadvantages of advertising in Television.
6. Pop ups.
7. Graphics.
8. USP
9. Trademark.
10. Fear appeal.
11. Biological appeal.
12. Problem- solution approach.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. New trends in advertising.
14. Electronic media in advertising.
15. Client satisfaction.
16. Write a short note on copy structure.
17. Role of an advertising Agency.

18. Write a brief note on changing nature of advertising.

19. Headline.

(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. Three stages of Copy creativity.

(1 × 10 = 10 Marks)
