

C 40736

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2023

(CBCSS—UG)

Functional English

FEN 6B 15—LANGUAGE FOR ADVERTISING : THEORY AND PRACTICE

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

I. Answer the following questions in two *or* three sentences. All questions can be answered. Each question carries 2 marks. (Ceiling : 25 marks) :

- 1 Define the term advertising.
- 2 List out any *two* theories relate with advertising.
- 3 Brief Non-Mass Media Ads.
- 4 Differentiate brand identity and brand image.
- 5 Describe service ads.
- 6 Brief slogan and state two examples.
- 7 Define the AIDA model.
- 8 Differentiate Print Media Ads and Non-Mass Media Ads.
- 9 Explain public services ads.
- 10 Describe the roles associated with client servicing in an advertising agency.
- 11 Enumerate an advertising agency structure.
- 12 Describe the types of advertising with their examples.
- 13 Define Copywriting.
- 14 Explain the role of advertising in brand building.
- 15 Discuss the advantages of social media advertising.

Turn over

II. Answer the following questions in a *paragraph*. All questions can be answered. Each question carries 5 marks. (Ceiling : 35 marks) :

- 16 Define copywriting and its role in advertisement.
- 17 Bring a note on the qualities required for a good copywriter.
- 18 Brief the importance of logo in brand building.
- 19 Explain the various criteria to be followed in media selection.
- 20 Enumerate the major functions and characteristics of an advertising agency.
- 21 Explain the pros and cons of special effects in the advertisement.
- 22 Elucidate the relevance of Influencers in online advertisements.
- 23 Explain the principles of designing and its future trends.

III. Answer any *two* of the following in not more than 250 words :

- 24 Enumerate the role of Internet Penetration on online advertisement.
- 25 Discuss the relationship between media and COVID-19 Pandemic.
- 26 Explain the pros and cons of special effects in advertisement and their role in brand visibility.
- 27 Examine the importance of animated content in the recent Video ads.

(2 × 10 = 20 marks)