

C 30556

Name.....

Reg. No.....

**FIFTH SEMESTER B.A./B.Sc./B.Com./B.B.A. DEGREE
EXAMINATION, NOVEMBER 2017**

(CUCBCSS—UG)

Open Course

FEN 5D 03—ADVERTISING : THEORY AND PRACTICE

Time : Two Hours

Maximum : 40 Marks

I. Answer the following questions :—

- 1 _____ serves to bring opinions or services to the public.
(Advertising, Memorandum, Minutes).
- 2 When _____ are satisfied, business is assured.
(agencies, clients, markets).
- 3 Many _____ tend to distract the drivers.
(billboards, fliers, brochures).
- 4 _____ usually have the largest font size.
(Subheadings, Headlines, Graphics).
- 5 _____ creates a bond between elements.
(Proximity, Alignment, Assignment).
- 6 Women mostly advertise _____ products.
(expensive, domestic, urban).

(6 × ½ = 3 marks)

II. Answer any *five* of the following in two or three sentences each :—

- | | |
|------------------------------|------------------|
| 7 'Informercial'. | 8 Albert Lasker. |
| 9 Account services. | 10 Logos. |
| 11 New age electronic media. | 12 Flyer. |

(5 × 2 = 10 marks)

III. Answer any *three* of the following in about 100 words each :—

- | | |
|-------------------------------------|-------------------------------|
| 13 New media ads. | 14 New trends in advertising. |
| 15 Qualities of a good copy writer. | 16 Advertisement types. |

(3 × 5 = 15 marks)

IV. Answer any *one* of the following in about 300 words :—

- 17 Origin and development of advertising.
- 18 Electronic media ads.

(1 × 12 = 12 marks)