

D 30690

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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

Functional English

FEN 5D 02—LANGUAGE FOR ADVERTISING : THEORY AND PRACTICE

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Answer the following questions in two to four sentences. All Questions can be answered. Each Question carries 2 marks. (Ceiling : 20 marks)

- 1 Describe the organisational manual.
- 2 List the steps of implementing an advertising campaign.
- 3 Explain the objectives of an advertising campaign.
- 4 Brief Non - Mass Media Ads with examples.
- 5 Differentiate headline and body copy, state examples.
- 6 Discuss copy structure and its features.
- 7 List the top five advertising personalities in India.
- 8 Illustrate and explain the AIDA model.
- 9 Brief a note on the four components of the advertisement.
- 10 Differentiate service and Industrial advertisements.
- 11 State the difference between a brand name and a trademark.
- 12 Explain themes and their importance in an advertisement.

Answer the following questions in a Paragraph. All Questions can be answered. Each Question carries 5 marks.(Ceiling : 30 marks)

- 13 Define copywriting and its role in advertisements.
- 14 Explain the possible changes that may happen to the advertisement strategies in the next five years.

Turn over

- 15 Bring a note on the qualities required for a good copywriter
- 16 Elucidate the relevance of Influencers in online advertisements and the impact they can bring to a brand
- 17 Analyse the correlation of ethics and aesthetics in electronic advertisements
- 18 Mention the various media categories with examples
- 19 Illustrate the logo of any sports brand and mention its characteristics.

Answer any *one* of the following in not more than 250 words :

- 20 Enumerate the changes the COVID-19 pandemic has brought to the advertisement medium, and mention any two advertisements that grab your attention.
- 21 Explain the pros and cons of special effects in advertisement and its role in brand visibility.

(1 × 10 = 10 marks)