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Name.....

Reg. No.....

**SIXTH SEMESTER (CBCSS—U.G.) DEGREE EXAMINATION
APRIL 2026**

Functional English

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

(2020 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 Why advertising is considered as a creative art ?
- 2 What is electronic media ? Give two examples.
- 3 What is service advertisement ?
- 4 What is billboard ?
- 5 What is copy writing ?
- 6 What is Graffiti ?
- 7 How can one write a good slogan ?
- 8 What is meant by client satisfaction ?
- 9 What is meant by advertising strategy ?
- 10 What are the features of print media ads ?
- 11 What is typography ?
- 12 What are the different types of non mass media ads ?
- 13 What is fliers ?
- 14 What is meant by credibility in advertisement ?
- 15 What are the qualities of a good copy editor ?

Turn over

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

- 16 What is the role of advertising agency ?
- 17 What are the things to be kept in mind while making an illustration ?
- 18 Elucidate the impact of advertisements on adolescents.
- 19 What criteria is used for the selection of media for advertisement ?
- 20 Write a note on the features of public service advertisement.
- 21 What is the importance of visualising in advertisement ?
- 22 What are the techniques of advertisement used in social media platforms ?
- 23 What are your observations on the present advertisement techniques ?

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

- 24 Write an essay on the evolution of advertisement and the changes to it over the years.
- 25 Attempt an essay on the different types of advertisement.
- 26 Write an essay on the process of advertisement.
- 27 Share your insights on the current advertising strategies employed across various media platforms.

(2 × 10 = 20 marks)