

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2019**

(CUCBCSS—UG)

Functional English

FEN 5D 03—ADVERTISING THEORY AND PRACTICE

Time : Two Hours

Maximum : 40 Marks

I. Answer the following questions :—

- 1 The negative aspect of \_\_\_\_\_ is that it boosts the price of goods.  
(advertising, propaganda, publicity).
- 2 Advertisement is a process by which we create a \_\_\_\_\_ for a product.  
(desire, demand, market).
- 3 \_\_\_\_\_ are used to make a product unique.  
(Emblems, Trademarks, Dsigns).
- 4 Women mostly advertise in \_\_\_\_\_ products.  
(industrial, agricultural, domestic).
- 5 Advertising serves to bring opinions to the \_\_\_\_\_.  
(media, public, market).
- 6 ROI stands for \_\_\_\_\_ of the investment.  
(Rate, Return, Right).

(6 × ½ = 3 marks)

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

- |                           |                             |
|---------------------------|-----------------------------|
| 7 Pamphlets.              | 8 Hoardings.                |
| 9 Client satisfaction.    | 10 Creative advertisements. |
| 11 RED FM.                | 12 FEMA.                    |
| 13 Production department. |                             |

(5 × 2 = 10 marks)

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

- |                               |                            |
|-------------------------------|----------------------------|
| 14 New trends in advertising. | 15 Advertising strategies. |
| 16 Billboards.                | 17 Radio advertisements.   |

(3 × 5 = 15 marks)

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

- 18 The history of advertisement.
- 19 Creativity in advertisement.

(1 × 12 = 12 marks)