

**FIFTH SEMESTER (UG—CCSS) DEGREE EXAMINATION, NOVEMBER 2015**

Open Course

FE 5D 03—STUDIES IN ADVERTISING

(2009—2011 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :

- 1 (a) An advertisement is a \_\_\_\_\_ designed by the manufacturer.  
(medium, message, channel).
- (b) \_\_\_\_\_ advertisements are very crucial in today's world.  
(Catchy, Expensive, Brief).
- (c) When \_\_\_\_\_ are satisfied, business is assured.  
(management, clients, producers).
- (d) FEMA stands for Federal Emergency Management \_\_\_\_\_.  
(Agent, Agency, Authority).
- 2 (a) RED FM is a \_\_\_\_\_ FM Service.  
(public, private, corporate).
- (b) Green marketing will be \_\_\_\_\_ friendly.  
(market, people, environment).
- (c) "Spontex" is a well known \_\_\_\_\_ manufacturer.  
(sponge, oil, powder).
- (d) \_\_\_\_\_ is the brand ambassador of Manappuram Finance.  
(Mammotty, Mohanlal, Dileep).
- 3 (a) "Asianet" is a \_\_\_\_\_ TV Channel.  
(public, private, personal).
- (b) \_\_\_\_\_ is a new media.  
(Blog, Radio, TV).
- (c) Advertising is always \_\_\_\_\_.  
(Static, dynamic, energetic).
- (d) \_\_\_\_\_ is a form of commercial.  
(Newspaper, Pamphlet, Radio).

(3 × 1 = 3 weightage)

Turn over

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

- 4 How is advertising important for the consumers ?
- 5 What is the economic advantage of advertisement ?
- 6 What do you mean by client satisfaction ?
- 7 What is trademark ?
- 8 Online advertising.
- 9 Bill boards.
- 10 The changes in advertisement in the 20th Century.
- 11 New age electronic media.
- 12 What is the primary goal of a company ?
- 13 Typography.
- 14 Hoardings.
- 15 Broadcast advertising.

(9 × 1 = 9 weightage)

III. Answer any *seven* of the following in not more than 100 words :—

- |                            |                                     |
|----------------------------|-------------------------------------|
| 16 What is advertising ?   | 17 The Ad agency.                   |
| 18 Mass media.             | 19 Children in advertisement.       |
| 20 Women in advertisement. | 21 Print media ads.                 |
| 22 New media ads.          | 23 Qualities of a good copy writer. |
| 24 Brand ambassadors.      | 25 TV advertisements.               |

(7 × 2 = 14 weightage)

IV. Write an essay on any *one* of the following in about 300 words :—

- 26 New trends in advertisement.
- 27 The impact of advertisement on youth.

(1 × 4 = 4 weightage)