

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2019

(CUCBCSS)

Functional English

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

Maximum : 80 Marks

Time : Three Hours

I. Answer the following bunches of questions :

- 1 (a) Advertising serves to bring opinions to the _____.
(Agencies, Advertiser, Public)
- (b) By the _____ century, Advertising became a business.
(18th, 19th, 20th)
- (c) The _____ aspect of Advertising is that it boosts the prices of goods.
(Negative, Positive, Dynamic)
- (d) _____ satisfaction plays an important role in today's world.
(Client, Buyer, Seller)
- 2 (a) According to _____, Advertising is salesmanship in writing, print or pictures.
(Hall, Roberts, Arnold)
- (b) _____ preference cannot be established if the product fails to meet consumer expectation.
(Brand, Quality, Quantity)
- (c) Client _____ is achieved when the client achieves maximum ROI.
(Addition, Satisfaction, Loss)
- (d) _____ are used to make a product unique.
(Emblem, Logo, Trademark)
- 3 (a) _____ brings order to Chaos.
(Alignment, Assignment, Margin)
- (b) Proximity creates a _____ between elements.
(Difference, Bond, Gap)
- (c) Men are represented as _____ in Advertisements.
(Dependent, Independent, Rich)
- (d) _____ is the father of Modern Advertising.
(Lasker, Robbins, Hall)

(12 × 1 = 12 marks)

Turn over

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

- 4 Billboards.
- 5 Radio Advertising.
- 6 Flyer.
- 7 Types of Advertising.
- 8 Graphics.
- 9 Optical Effects.
- 10 Account Services.
- 11 The Economic advantage of Advertisement.
- 12 Mass Media.
- 13 Broadcast Advertising.
- 14 Sub-headline.
- 15 FEMA.

(9 × 2 = 18 marks)

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

- 16 Importance of Advertisement.
- 17 Creative Department.
- 18 Classified Advertisements.
- 19 Media Selection Criteria.
- 20 Advertisement as a Product.
- 21 Electronic Media Ads.
- 22 New Media Ads.
- 23 Copy Writing.
- 24 Advertising in News Channels.

(6 × 5 = 30 marks)

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

- 25 New trends in Advertising.
- 26 Advertising and Society.
- 27 Women in Advertising.
- 28 Advertising as a process.

(2 × 10 = 20 marks)