

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2018**

(CUCBCSS—UG)

Open Course

FEN 5D 03—ADVERTISING : THEORY AND PRACTICE

Time : Two Hours

Maximum : 40 Marks

## I. Answer the Following Questions :

- 1 Choose the right definition for the given term "Logo" :  
(Plan, Symbol, Memorable phrase)
- 2 When was the First advertising agency set up ?  
(1869, 1851, 1864)
- 3 Copy is written \_\_\_\_\_.  
(Brand, Dialogue, Content)
- 4 John Emory Powers was the world's first full-time \_\_\_\_\_.  
(Advertiser, Artist, Copy writer)
- 5 In traditional animation, images are drawn on \_\_\_\_\_ sheets.  
(Celluloid, Transparent, White sheet)
- 6 The technique are used as a Frame-by-frame subject is known as \_\_\_\_\_.  
(Pixilaton, Animated GIF, Flash animation)

(6 × ½ = 3 marks)

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

- 7 What are product promotional materials ?
- 8 Write on Asianet.
- 9 Define Green marketing.
- 10 A short note on Animation.
- 11 How to phrase Headline ?
- 12 Write a note on Slogan.

(5 × 2 = 10 marks)

Turn over

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

- 13 Write about new age electronic media.
- 14 Brief note on visualization of Advertisement.
- 15 What are all the basic principles of designing ?
- 16 What are electronic Media Arts ?

(3 × 5 = 15 marks)

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

- 17 Explain in functions and characteristics of a good ad agency.
- 18 Write on copy writing, creativity and structure.

(1 × 12 = 12 marks)