

D 91171

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Name.....

Reg. No.....

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2015

(UG—CCSS)

Open Course

FE 5D 03—ADVERTISING – THEORY AND PRACTICE

(2012 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :

- (a) 1 \_\_\_\_\_ is a process by which we create a desire for a product.  
(Publicity, Advertisement, Accounting).
- 2 A \_\_\_\_\_ is a single page leaflet advertising.  
(brochure, flyer, billboard).
- 3 \_\_\_\_\_ brings order to chaos.  
(Assignment, Alignment, Association).
- 4 PSA stands for \_\_\_\_\_ service advertisement.  
(Public, people, place).
- (b) 5 Headlines usually have the \_\_\_\_\_ font size.  
(smallest, largest, widest).
- 6 The word "infomercial" combines the word "information" and "\_\_\_\_\_".  
(commercial, commerce, special).
- 7 Women mostly advertise \_\_\_\_\_ products.  
(domestic, new, soft).
- 8 "Spontex" is a well known \_\_\_\_\_ manufacturer.  
(soap, powder, sponge).
- (c) 9 Mass \_\_\_\_\_ play a significant role in shaping public perceptions.  
(media, medium, meridian).
- 10 When \_\_\_\_\_ are satisfied, business is assured.  
(clients, agents, brokers).
- 11 \_\_\_\_\_ space gives ad designs a breathing space.  
(Black, Blue, White).
- 12 "Asianet" is a \_\_\_\_\_ TV channel.  
(public, private, co-operative).

(12 × ¼ = 3 weightage)

Turn over

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

- |                      |                              |
|----------------------|------------------------------|
| 13 Albert Lasker.    | 14 ROI.                      |
| 15 Logos.            | 16 Production department.    |
| 17 The radio jingle. | 18 Trademarks.               |
| 19 Optical effects.  | 20 Billboard.                |
| 21 Mass media.       | 22 New media advertisements. |
| 23 Hoardings.        | 24 FEMA.                     |

(9 × 1 = 9 weightage)

III. Write short essays in not more than 100 words each on any *five* of the following :—

- 25 Characteristics of a good advertisement.
- 26 Advertisement and society.
- 27 The demerits of advertisement.
- 28 Advertisement types.
- 29 TV advertisements.
- 30 Women in advertisement.
- 31 Copy writing.
- 32 Animation.

(5 × 2 = 10 weightage)

IV. Draft an advertisement on any *two* of the following with a note on the points to be kept in mind while drafting a good advertisement :

- 33 A motor car to be on the roads soon.
- 34 A food court to be opened soon.
- 35 A Mall to be opened in your home town.
- 36 A new model mobile phone to be launched in near future.

(2 × 4 = 8 weightage)