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Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Functional English

FEN 5D 02—LANGUAGE FOR ADVERTISING THEORY AND PRACTICE

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Explain non-Mass Media Ads and its characteristics.
2. Differentiate Service Ads from Public service Ads.
3. Discuss Industrial Advertising.
4. Explain the components of an advertisement.
5. List the qualities required for a copywriter.
6. What are the elements of an advertising copy ?
7. Differentiate electronic media from New Media.
8. List the factors to be considered in designing a logo.
9. Explain the types of a body copy.
10. List the top five advertising agencies in India.
11. State the Pros and Cons of special effects in designing.
12. How Visual effects enhance the content of advertisement ?

(8 × 3 = 24 marks)

Section B*Answer at least **five** questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. Enumerate the major functions and characteristics of an advertising agency.
14. Bring a note on the types of advertising.

Turn over

15. Discuss the importance of visuals in an advertisement campaign.
16. Illustrate the importance of logo in brand building.
17. Analyse the major criterion for media selection.
18. Elucidate the major principles of designing.
19. Explain the roles and types of an advertising agency.

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. Examine the impact of persuasive techniques used in any of the recent advertisements.
21. Enumerate the role of copy writing and its scope in Indian Advertisement Industry.

(1 × 11 = 11 marks)