

SIXTH SEMESTER B.A./B.Sc. DEGREE EXAMINATION, MARCH 2020**(CUCBCSS—UG)****Functional English****FEN 6B 15 (A)—LANGUAGE FOR ADVERTISING—THEORY AND PRACTICE****Time : Three Hours****Maximum : 80 Marks****I. Answer the following bunches of questions :****(a) 1 An advertisement is a ———— designed by the manufacturer.****(Content, Logo, Message).****2 Advertising is always ————.****(Static, Dynamic, Stale).****3 QR code is a specific ———— barcode.****(Metric, Matrix, Motor).****4 ———— advertisements are very crucial in today's world.****(Catchy, Catching, Verbal).****(b) 5 Different products have different ———— cycles.****(Convenient, Conversion, Convincing).****6 D. W. Nylen is associated with ———— literature.****(Advertising, Publicity, Propaganda).****7 By the ———— century, advertising became a business.****(18th, 19th, 20th).****8 ———— are designs, emblems or graphic marks.****(Trademarks, Logos, Marks).**

- (c) 9 CGI stands for computer generated ———.
- (Imagery, Imagination, Inshape)
- 10 ——— usually have the largest font size.
- (Headlines, Subhead lines, Pyramids).
- 11 ——— are used to make a product unique.
- (Fliers, Trademarks, Logos).
- 12 ——— brings order to Chaos.
- (Assignment, Alignment, Amusement).

(12 × 1 = 12 marks)

II. Answer any *nine* of the following in two or three sentences each. Each question carries 2 marks :

- 13 Media selection Criteria.
- 14 Graffiti.
- 15 Print media ads.
- 16 Global advertising.
- 17 Men in advertisement.
- 18 Infomercial.
- 19 Proximity.
- 20 Graphics.
- 21 The radio jingle.
- 22 Public service advertisements.
- 23 Non mass media.
- 24 Economic advantages of advertising.

(9 × 2 = 18 marks)

III. Answer any *six* of the following in about 100 words each. Each question carries 5 marks :

- 25 Account Services.
- 26 Radio advertisement.

- 27 Importance of advertisements.
- 28 New media ads.
- 29 Impact of ads on Children.
- 30 Women in advertisement.
- 31 New trends in advertising.
- 32 Electronic media ads.
- 33 Copy writing.
- 34 Special effects.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each. Each question carries 10 marks :

- 35 "Advertising is the Science of arresting human intelligence long enough to get money from it". Elaborate.
- 36 Types of advertisement.
- 37 The impact of advertisement on adolescents.
- 38 The process of advertisement.

(2 × 10 = 20 marks)