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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—U.G.) DEGREE EXAMINATION  
NOVEMBER 2025**

Functional English

FEN 5D 02—LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

(2019 Syllabus)

Time : Two Hours

Maximum : 60 Marks

I. Answer the following questions in a sentence *or* two. All questions can be answered. Each question carries 2 marks. (Ceiling - 20 Marks) :

- 1 What is advertising ?
- 2 What is meant by advertising strategy ?
- 3 What is print media ? Give two examples.
- 4 What is Graffiti ?
- 5 What is copy writing ?
- 6 What is public service advertisement ?
- 7 What is typography ?
- 8 What is meant by client satisfaction ?
- 9 What is trademark ?
- 10 What is meant by credibility in advertising ?
- 11 How can one write a good slogan ?
- 12 What are the different types of electronic media ads ?

II. Answer the following questions in a paragraph. All questions can be answered. Each question carries 5 marks. (Ceiling - 30 Marks) :

- 13 Write a note on the process of advertisement.

Turn over

- 14 What is the role of advertising agency ?
- 15 What is the criteria for the selection of media for advertisement ?
- 16 Explain the basic principles of designing.
- 17 Write a note on animation in advertising.
- 18 What are the qualities of a good copy writer ?
- 19 What is the importance of visualising in advertisement.

III. Answer any *one* of the following questions in not more than 250 words :

- 20 Write an essay on the four components of advertisement.
- 21 Attempt an essay on the different types of advertisement.

(1 × 10 = 10 marks)