

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

Functional English

FEN 6B 15—LANGUAGE FOR ADVERTISING : THEORY AND PRACTICE

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. State the elements of an advertising copy.
2. Differentiate headline and body copy.
3. Differentiate tagline and slogan.
4. Explain themes and their importance in an advertisement.
5. Explain the various criteria to be followed in media selection.
6. Analyse the Ad agency structure and its characteristics.
7. Brief the role of advertising in brand building.
8. Characteristics of an attention button.
9. Define Advertisements and its types.
10. Brief about Non-Mass Media Ads.
11. Enumerate the tagline with example.
12. Define the term copywriting.
13. Give a note on advertisement storyboard.
14. Explain AAAA in advertising.
15. Discuss the role of visual effects in advertising.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Explain advertisements and their influence on consumer behaviour.
17. Factors to be considered in a commercial advertisement.
18. Give a note on the technological enhancement in the advertisement.
19. Exhibit the role of creativity in advertising.
20. Mention two communication theories and their relationship with consumer behaviour.
21. Write in detail on corporate advertising.
22. List the qualities required for a good copywriter.
23. Bring a note on the basic principles of designing and its future trends.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Explain the role of advertisements in the business world and their relation with the economy.
25. Discuss the relevance of aesthetics and ethics in advertisements.
26. Elucidate the role of social media influencers in online advertisements and their impact on a brand.
27. Enumerate the role of the advertisements in bringing up solidarity considering the present scenario.

(2 × 10 = 20 marks)