

D6BFE1705 (S3)

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Reg. No.....

Name: .....

**SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2023****(Supplementary - 2017 Admission)****FUNCTIONAL ENGLISH****AFEN6E01T: LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries 1 mark.****Multiple Choice:**

1. In \_\_\_\_\_ the first modern ad agency was set up in Philadelphia.  
A) 1841                      B) 1842                      C) 1852                      D) 1853
2. \_\_\_\_\_ is a non-mass media ad.  
A) TV campaign              B) Newspaper ad              C) Radio ad                      D) Flyer
3. THE 'C' in AIDCA stands for  
A) Copy                      B) Credibility                      C) creativity                      D) client
4. Which of the following is more of a personal medium of advertisement?  
A) Radio advertisements                      B) Internet advertisements  
C) Direct mail advertisements                      D) Print media
5. A memorable short tune broadcast on radio or TV is called.....  
A) Campaign                      B) Jingle                      C) Logo                      D) Commercial
6. Name the voluntary self-regulatory organization of the advertising industry in India  
A) Advertising Council of India,                      B) Advertising Authority of India,  
C) Advertising Standards Council of India                      D) Advertising Board of India
7. A graphic mark used by a company to aid and promote instant public recognition is called.....  
A) Logo                      B) Image                      C) Brand                      D) Graphics
8. In an ad agency, copywriters belong to the \_\_\_\_\_ department  
A) Production                      B) Research                      C) Creative                      D) Media
9. Which of the following is an example of new media?  
A) Blog                      B) Newspaper                      C) TV                      D) FM radio
10. Which of the following is a Kerala - based ad agency?  
A) Jelitta                      B) Saatchi & Saatchi                      C) Reinfusion                      D). HTA
11. \_\_\_\_\_ contains the main part of the advertising information.  
A) Slogan                      B) Animation                      C) Body copy                      D) Trademark
12. \_\_\_\_\_ is aimed at "a narrowly defined area or audience."  
A) Billboard                      B) Blogging                      C) Radio                      D) Narrowcasting

**(12 × 1 = 12 Marks)****(PTO)**

*Indices*  
**PART B: Write short notes on any nine questions. Each carries 2 marks.**

13. Attention buttons.
14. Advertisement.
15. AIDA formula in ads.
16. Advertising strategy.
17. Headline.
18. Graffiti.
19. Slogan.
20. Advertising brief.
21. Typography.
22. Direct response advertising.
23. 'Thumbnail sketches'.
24. The ad agency.

**(9 × 2 = 18 Marks)**

**PART C: Write a paragraph on any six questions. Each carries 5 marks.**

25. Salient features of advertisement.
26. Essential qualities of a good copy writer.
27. Write a note on the types of Ad agencies.
28. Essentials of a good poster.
29. Media selection criteria.
30. Language and Culture in ads.
31. Economic importance of advertising.
32. What is client servicing in advertising?
33. The four components of advertising.
34. New media ads.

**(6 × 5 = 30 Marks)**

**PART D: Answer any two questions. Each carries 10 marks.**

35. Elucidate the origin and development of advertisements.
36. What are the different types of ads? Explain.
37. Enlist the major steps in the organisation of an advertisement campaign.
38. Elaborate on the process of copywriting.

**(2 × 10 = 20 Marks)**