

## SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2023

(Regular/Improvement/Supplementary)

## FUNCTIONAL ENGLISH

## GFEN6E01T: LANGUAGE FOR ADVERTISING: THEORY AND PRACTICE

Time: 2 ½ Hours

Maximum Marks: 80

**SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 25 Marks)**

1. What are the four components of the advertising process?
2. Give an example of a covert ad.
3. What do you understand by the term client satisfaction?
4. What are fliers?
5. Graffiti.
6. With an example explain what a tagline is.
7. VFX in ads.
8. Typography.
9. B2B advertising.
10. Pop ups.
11. Importance of credibility in advertising.
12. What are non-mass media ads?
13. Logo.
14. What are the advantages of print media ads over electronic media ads?
15. PSA.

**SECTION B: Answer the following questions. Each carries *five* marks.****(Ceiling 35 Marks)**

16. Electronic media ads.
17. Qualities of a good copywriter.
18. New trends in advertising.
19. Media selection criteria.
20. The three phases of copywriting.
21. The basic principles of design.
22. New media ads.
23. Women in ads.

**SECTION C: Answer any *two* questions. Each carries *ten* marks.**

24. Structure of an ad agency.
25. Critically analyse any popular TV advertisement.
26. Types of ads based on function.
27. With examples depict how ads reflect the changing trends and attitudes of society.

**(2 × 10 = 20 Marks)**