

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2024

(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)

Write short notes on:

1. Branding.
2. Graffiti.
3. Advertising and publicity.
4. Trademark.
5. QR code.
6. Innovations in advertising.
7. PSA.
8. Name any five ad agencies in India.
9. White space in an ad.
10. Write down any three popular taglines.
11. Jingle.
12. Function of the research department in an ad agency.
13. Type of writing recommended in ads.
14. Typography
15. VFX

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 Marks)

Write notes on:

16. New media ads.
17. Structure and functions of a good ad agency.
18. The qualities of a good copywriter.
19. Body copy.
20. Mass media.
21. Advertising and social responsibility.
22. Media selection criteria for ads.
23. Components of advertising.

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

24. Write a comprehensive essay on the various departments in an ad agency.
25. Explain the three stages of copywriting.
26. Advertisements and films.
27. Types of advertisements based upon the media they belong to.

(2 x 10 = 20 Marks)