

**SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2025**

**(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. Snob Appeal.
2. Graffiti.
3. Lateral Thinking.
4. PR Department.
5. Paid communication.
6. Advertising agency.
7. Sponsorship.
8. Trademarks.
9. Themes.
10. Persuasion.
11. White space.
12. Billboards.
13. Slogan.
14. AIDCA.
15. Illustration.

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

**(Ceiling 35 marks)**

16. Write a short note on different types of Radio advertisement.
17. How mass media helps advertising to be the best tool of marketing?
18. Discuss the role of Typography in advertising.
19. Write about the Media selection criteria.
20. What are the recent trends in advertising?
21. When color is used correctly, it can add impact and clarity to your ad message. Substantiate.
22. Discuss any five features of advertising.
23. Differentiate between Rational Appeal and Emotional Appeal.

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

24. Explain the role of Ad agency in Brand building. Write about any two popular advertising agencies.
25. Elaborate different types of advertising with suitable examples.
26. Describe how an effective Ad copy can be created for an Internet advertisement.
27. Write about the qualities of a good copy writer.

**(2 x 10 = 20 Marks)**