

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2026

(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. New trends in advertising.
2. Differences between tagline and slogan.
3. Flyers.
4. Non mass media ads.
5. Media selecting criteria.
6. Pop ups.
7. Copy thinking.
8. Purpose of trademarks.
9. AAAA in advertising.
10. Structure of an advertisement agency.
11. ROI.
12. Prime time.
13. Taglines.
14. Trailers.
15. Animation in ads.

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

(Ceiling 35 marks)

16. Differentiate between print media ads and electronic media ads.
17. Explain Brand wars.
18. Write an account on copy structure.
19. Explain client services.
20. Describe the principles of design in advertisements.
21. Enumerate the factors that contribute to the effectiveness of ads.
22. How do advertisements reflect the changes in society?
23. Provide a brief note on creative department.

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

24. Discuss the types of ads based on their function.
25. Enumerate the process of advertising.
26. Draft an advertisement for a new health drink.
27. Elucidate the role of social media influencers in online advertisements and their impact on a brand.

(2 × 10 = 20 Marks)