

TB153250A

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016
SEMESTER III - CORE COURSE (COMMUNICATIVE ENGLISH)
CE3B07TB - ADVERTISING AND COPY WRITING

Time: Three Hours

Maximum Marks: 80

PART A

Short Answer Questions

I. Write short notes on. Each question carries 1 mark.

1. PSA
2. Tagline
3. AIDA
4. Search Engine Marketing
5. Media Planner
6. Visualiser

(6x1=6)

PART B

Brief Answer Questions

II. Answer any seven questions. Each question carries 2 marks.

7. Give a definition of advertising
8. Personal selling
9. Explain the different elements of advertising.
10. DAGMAR
11. Advertising Plan
12. Explain vehicular advertising
13. Marketing Mix
14. Sales promotion
15. Surrogate Advertising
16. Advertorials

(7x2=14)

PART C

Descriptive Short Essay Questions

III. Answer any five questions. Each question carries 6 marks.

17. Explain different forms of advertising with examples.
18. Explain the social impact of advertising.
19. Prepare a print ad for a watch company.
20. Prepare a storyboard for a TV advertisement promoting safe driving.
21. Explain the importance of advertising as a marketing tool.

22. Discuss the difference between advertising and sales promotion.
23. Explain the qualities of a copywriter.
24. Explain the structure of an advertising agency.

(5x6=30)

PART D

Long Essay Type Questions

IV. Answer any two questions. Each question carries 15 marks.

25. Discuss the growth and development of advertising in India.
26. Are print advertisements competing with visual advertisements? Elucidate your views.
27. Explain the importance and need for outdoor advertisements.
28. Discuss your views about stereotyping women in advertisements.

(2x15=30)