

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024**  
**2023 ADMISSIONS REGULAR**  
**B.VOC SEMESTER III - GENERAL**  
**VAM3G07TB22 - Scripting for Ads - Tv, Radio, Digital Advertisements**

Time : 3 Hours

Maximum Marks : 80

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks****(10x2=20)**

1. What is known as V.O?
2. What is known as a 'screenplay'?
3. Name one advantage and one limitation of using radio as a medium for advertising.
4. Briefly explain one key milestone in the history of radio advertising in India and its impact on the industry.
5. What is Email marketing?
6. What is known as Online advertising?
7. Explain the role of ad filmmakers in the advertising industry. How do they contribute to the overall creative process?
8. Define the role of ad filmmakers in the advertising industry and highlight their significance in creating impactful campaigns.
9. What unique feature does Digital media offer as a medium for advertising?
10. Evaluate the importance of market research in the advertising process. How can insights gained from research inform the creative decisions of ad filmmakers and copywriters?
11. What is a popular storyboarding method?
12. Explain the role of ad filmmakers and copywriters in the advertising ecosystem.

**Part B**

**II. Answer any Six questions. Each question carries 5 marks****(6x5=30)**

13. What are the advantages of Announcement?
14. Discuss the role of research in scriptwriting for radio features and documentaries. How can a well-prepared fact sheet enhance the quality of the program?
15. Explain in detail why do you need a storyboard.
16. Analyze the differences between TV ad scripting and digital media ad scripting.
17. Outline the key components of a well-structured radio ad script. Why is a compelling script crucial for the success of a radio advertisement?
18. Analyze the contemporary relevance of radio in the era of digital media. Explore how radio complements other advertising channels and contributes to a comprehensive media mix.
19. Select a recent digital advertising campaign and provide a case study. Analyze the strategies employed, target audience, and the impact of the campaign on the brand's success.
20. How to effectively grab the attention of the audience within the first 10 seconds of a digital advertisement?
21. What is known as Online Advertising? And what role does it play in marketing a product?

**Part C**

**III. Answer any Two questions. Each question carries 15 marks****(2x15=30)**

22. What is Television advertising? Give a detailed explanation of the characteristics, and types of television advertising with examples. Provide the advantages and disadvantages of Television advertising.

23. Imagine you are tasked with creating a 60-second radio advertisement for a new health and wellness product. Write a radio script that effectively highlights the product's features, benefits, and a compelling call to action. Ensure that the script leverages the strengths of radio as a medium for storytelling.
24. Design a digital ad script that focuses on eliciting specific emotions (e.g., joy, nostalgia, empathy). Describe the emotions, and explain how they relate to the brand's identity.
25. Develop a script for a digital ad that educates viewers on how to use a new home fitness equipment. The ad should be informative, encouraging, and motivating.