

TB173310C

Reg. No:

Name:

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2018
(2017 Admissions Regular, 2016 Admissions Supplementary/Improvement & 2015
Admissions Supplementary)
SEMESTER III - CORE COURSE (COMMUNICATIVE ENGLISH)
CE3B07TB – ADVERTISING AND COPY WRITING

Time: Three Hours

Maximum Marks: 80

PART A

I Answer all questions. Each question carries 1 mark

1. Kicker
2. Seals
3. Name the first advertising agency in India.
4. What is a leaflet?
5. Expand POP
6. Who is a Creative Director?

(6x1=6)

PART B

II Answer any seven questions. Each question carries 2 marks

7. Financial Advertising
8. Public Service Advertisements
9. Give examples of two companies in the recent past using social messages in advertising.
10. Scientific Copy
11. Give two merits of web advertisements.
12. What is Motivation research?
13. Packaging as a feature of branding.
14. What are the basic departments in an advertising agency?
15. What is ASCI?
16. Informative Advertisements

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks

17. What are the demerits of advertising?
18. AIDA
19. Explain the various aspects in the layout of an advertisement.
20. Explain the significance of advertising in the present world.
21. Marketing mix
22. What is Transit advertising? Design a transit advertisement for a national bank.
23. What are the functions of an advertising agency?
24. Critically analyse an advertisement you have which you would consider unethical.

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. Explain the different elements of an advertisement.
26. Prepare a print ad for a mobile service.
27. Discuss the structure and functions of an advertising agency.
28. Explain how Marketing Mix is essential for the promotion of a product or a service.

(2x15=30)