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Reg. No. : .....

Name : .....

Fifth Semester B.A. Degree Examination, December 2017
Career Related First Degree Programme under CBCSS
Group 2(a) English and Communicative English
Vocational Course – VII
CG 1572 : THE LANGUAGE OF ADVERTISING
(2013 Admission Onwards)

Time : 3 Hours Max. Marks : 80

I. Answer **all** questions in **a** word or sentence.

1) What is a plug ?
2) What is the slogan of Vodafone ?
3) What does NAB stands for ?
4) Who coined the term USP ?
5) What is clios ?
6) Expand Hi-Fi.
7) Who is Jay C. Levinson ?
8) Which brand's slogan is 'sense and simplicity' ?
9) What is a Vignette ?
10) In the advertising context, what is space ? **(10×1=10 Marks)**

II. Answer **any eight** questions in a short paragraph **not** exceeding **50** words.

11) Explain WAIS.
12) Split run.
13) Explain ROI.
14) Fusion advertising.
15) What is soft-sell ?
16) What is simulcast ?

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17) What is traffic department ?

18) What is meant by syndication ?

19) Explain masthead.

20) What is a kicker ?

21) What is a bridge ?

22) Explain Chain Break. (8×2=16 Marks)

III. Answer **any six** questions in a paragraph **not** exceeding **100** words.

23) Can advertisers create needs ? Discuss.

24) Explain the three components of advertising.

25) What are the ways to analyze a target consumer ?

26) What are the advantages of radio advertising ?

27) Write a short note on the TV storyboard.

28) Critically analyze any television advertisement of your choice.

29) Write a brief note on the research department in the field of advertising.

30) What do you mean by attention buttons ?

31) What are the functions of advertising ? (6×4=24 Marks)

IV. Answer **any two** questions in about **300** words.

32) What are the different types of advertisements ?

33) Briefly explain advertising agencies.

34) Explain Internet advertising.

35) Explain the characteristics of a good commercial. (2×15=30 Marks)

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