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Reg. No. : .....

Name : .....

Fifth Semester B.A. Degree Examination, December 2019

Career Related First Degree Programme under CBCSS

English & Communicative English – 2(a)

Vocational Course VII

CG 1572 : THE LANGUAGE OF ADVERTISING

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. Name the very long TV commercials providing detailed information about a product or service.

2. Expand GRP.

3. Which is the first ad agency established in India?

4. Name the series of advertisement messages that share a single idea or theme.

5. What is called the content and context of a message contained in an advertisement?

6. An outdoor advertising poster is also called _____.

7. What is known as the large volume of advertising in a society?

P.T.O.

8. Expand SWOT.

9. Name the communication activities which provide incentives to consumer.

10. Writing text for advertisements is called _____.

(10 × 1 = 10 Marks)

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

11. What is promotion?

12. What is public service advertising?

13. What constitutes advertising industry?

14. What is Frequency related to advertising?

15. What is eye movement in advertising layout?

16. What is Coupon?

17. Explain sentimental value in an ad copy.

18. What is an institutional advertisement copy?

19. Explain experimental control method.

20. What is copy testing?

21. What are trade-marks?

22. What is sales test?

(8 × 2 = 16 Marks)

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

23. Explain the advantages and disadvantages of television in advertising.

24. Explain product advertising in brief.

25. Explain the objectives of industrial advertising.

26. What points should be considered while selecting media type for advertising?

27. Explain major functions of advertising plan.

28. What are the major applied types of theme or idea?

29. Discuss about various forms of human interest ad copy.

30. Briefly discuss AIDA.

31. Explain the importance of slogans.

(6 × 4 = 24 Marks)

IV. Answer **any two**, each in about **300** words.

32. Discuss the evolution and history of modern advertising in India.

33. Comment on Creativity in advertising.

34. Discuss any five successful television advertisements.

35. Critically analyze the influence of advertising in the culture consumerism in India.

(2 × 15 = 30 Marks)
