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Reg. No. : .....

Name : .....

Fifth Semester B.A. Degree Examination, December 2021

Career Related First Degree Programme under CBCSS

Group 2(a) : English and Communicative English

Vocational Course

CG 1572 : THE LANGUAGE OF ADVERTISING

(2018 & 2019 Admission)

Time : 3 Hours Max. Marks : 80

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

1. Explain brand loyalty.
2. What are retail ads?
3. Expand AIDA.
4. What are hoardings?
5. What is a slogan?
6. The process of planning, creating, buying and tracking an advertisement project from start to finish is called ————————
7. Expand DMA.
8. What is the expansion of ESP?
9. Who is David Ogily?
10. What is an advertising agency?

(10 × 1 = 10 Marks)

P.T.O.

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

11. What is advertising?
12. AIDA principles.
13. Explain the role of advertising in promotion of sales.
14. Financial ads.
15. Logo.
16. Explain USP.
17. Copywriting and advertising.
18. Advertising and entertainment.
19. Jingles in advertisements.
20. Types of advertisements.
21. Business to business ads.
22. Explain the importance of slogans in advertising.
23. Signboard.
24. Celebrity testimonials.
25. Marketing mix.
26. Ad space.

(8 × 2 = 16 Marks)

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

27. Explain the different elements in a or television commercial.
28. Explain the importance of trade mark.
29. Explain display ads.
30. Deceptive advertising.

31. Creative thinking is essential for preparing a good advertisement. Discuss.

32. Advertising through television.

33. Explain Transit ad.

34. Importance of media selection.

35. Advantages of print advertisements.

36. Advertisements and internet.

37. Present status of advertising.

38. Advertising media.

(6 × 4 = 24 Marks)

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

39. Discuss the impact of advertising on culture.

40. Comment on the role of advertising in society.

41. What are the new trends in advertising? Analyse any two recent advertisements that could catch your attention.

42. Explain in brief the functions of advertising.

43. Outline the evolution and development of advertising in India.

44. Explain the role of advertising in brand building.

(2 × 15 = 30 Marks)
