E 7461

(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017

Third Semester

Core Course – ADVERTISING AND COPY WRITING

B.A. English Literature and Communication Studies (Two Main)

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer **all** *questions in a sentence* **or** *two.*

Each question carries **1** *mark.*

1. What is an Ad-headline?
2. What is animation?
3. What is an illustration?
4. What is DAGMAR?
5. Define Media planning?
6. Define Thumbnails.
7. What is Online Advertising?
8. What is telecasting?
9. What is Vehicular Advertising?
10. What is a story board?

(10 × 1 = 10)

Part B

Answer any **eight** *of the following in about* **60** *words each.*

Each question carries **2** *marks.*

11. What are the purposes of Advertising?
12. What are the forms of Advertising?
13. Write a short note on the impact of Advertising.
14. What are the economic affects of Advertising?
15. What is media planning?
16. What is branding?

17. What are the necessary characteristics of radio ads?
18. Write a short note on Advertising Creative Development Process.
19. What are the features of a story board?
20. What is Marketing Mix?
21. What are the measures to be taken for sales promotion?
22. What are the advantages of advertising?

(8 × 2 = 16)

Part C

Answer any **six** *of the following questions in about* 100 *words each.*
Each question carries 4 *marks.*

23. Write a print advertisement for a new mobile phone of your company.
24. Write a story board for the advertisement of a new soap of your company for a television channel.
25. Write the planning for an advertisement campaign of a particular newspaper in a bus stop.
26. Write the audio script for Radio advertisement for electric fans of your company.
27. What is copy writing?
28. What are the methods of research in marketing?
29. What are the different forms of marketing?
30. What are the measures to test the effectiveness of an advertisement?
31. Write a print advertisement for starting new youth club in your area.

(6 × 4 = 24)

Part D

Answer any **two** *of the following in about* 300 *words each.*
Each question carries 15 *marks.*

32. Write an essay on the History of advertisement.
33. Evaluate the contemporary advertisements in any media.
34. Write an essay on the duties and responsibilities of a copy-writer.
35. Write an essay on the structure and management of an advertising agency.

(2 × 15 = 30)