

**E 1210**

(Pages : 2)

Reg. No.....

Name.....

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015**

**Third Semester**

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

**Core Course—ADVERTISING AND COPY WRITING**

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions, each in a sentence or two.  
Each question carries 1 mark.*

1. What is web advertising ?
2. Define Thumbnails.
3. What is an Ad-headlines ?
4. What are jingles ?
5. What are the elements of advertising ?
6. What is A.S.C.I ?
7. What are Infomercials ?
8. What is 'Script' in advertising production ?
9. What is retailer advertising ?
10. What is below-the-line promotion ?

(10 × 1 = 10)

**Part B**

*Answer any eight of the following questions in about 60 words each.  
Each question carries 2 marks.*

11. What is Marketing Mix ?
12. What are the needs of advertising ?
13. What is the purpose of Market research for advertisement ?
14. What are the different media of advertisement ?
15. What is motivation research ?
16. What is transport advertising ?
17. What is media planning ?
18. What is D.T.H. ?

**Turn over**

19. How is sales promotion related with advertising ?
20. What is advertising budget ?
21. What is a story-board ?
22. What is copyright ?

(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 ball-point pen of your company.
24. Write a story board for the advertisement of a new washing machine of your company for a television channel.
25. Write the planning for an advertisement campaign of a particular plastic product in a bus stop.
26. Write the audio script for Radio advertisement of wooden furniture of your company.
27. What are the merits and demerits of audio visual advertisements ?
28. What is e-advertising ?
29. What is market positioning ?
30. What are the essential qualifications of a copy writer ?
31. Discuss the ethics in Advertising.

(6 × 4 = 24)

### Part D

*Answer any two questions in about 300 words each.  
Each question carries 15 marks.*

32. Discuss the significance of adopting problem-solution approach in advertisements with suitable examples.
33. Elucidate the socio-economic impact of advertising in the contemporary scenario.
34. Write an essay on the job opportunities in the field of advertising.
35. Write an essay on the growth of advertising in India.

(2 × 15 = 30)