

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016****Third Semester****Core Course—ADVERTISING AND COPY WRITING**

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

[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 Branding ?
2. What is Bodycopy ?
3. What is Online advertising ?
4. What is SWOT analysis ?
5. What is a 'Brand' ?
6. What is T.R.P. ?
7. What is L.S. in advertising production ?
8. What is Green Marketing ?
9. What is a Story board ?
10. What is Vehicular advertising ?

(10 × 1 = 10)

**Part B**

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

11. What are the elements of advertising ?
12. What are the uses of graphics in advertising ?
13. What are the advantage of Ad-Campaigns ?
14. What are the Techniques of branding ?
15. What is Media strategy ?
16. What are advertising agencies ?

**Turn over**

17. Define Shooting scripts.
18. What is I.S.A. ?
19. What are the different steps of advertising ?
20. How do you test the effectiveness of an advertisement ?
21. What are the duties of a copy writer ?
22. What is Celebrity endorsement ?

(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 shampoo-product of your company.
24. Write a story board for the advertisement of a new biscuit product of your company in a T.V. Channel.
25. Write the planning for an advertisement campaign of books of your company in a railway station.
26. Write the audio script for radio ads of pedestal fans of your company.
27. Write a short note on the merits and demerits of newspaper advertisements.
28. What is DAGMAR model ?
29. What are the different types of advertising ?
30. Write a short note on media schedules of advertising.
31. What is retailer advertising ?

(6 × 4 = 24)

### Part D

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

32. Examine the role of various departments of an advertising agency.
33. What are the advantages of advertising ? Discuss.
34. Write an essay on Advertising in the United States of America.
35. Write an essay on the structure and management of an advertising agency.

(2 × 15 = 30)