

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
(For candidates admitted during the academic year 2008– 09)

**SUBJECT CODE : VC/FC/EA33**

**B.A. DEGREE EXAMINATION, NOVEMBER 2009**  
**THIRD SEMESTER**

**COURSE : VOCATIONAL COURSE - FOUNDATION ENGLISH**  
**PAPER : ENGLISH FOR ADVERTISING**  
**TIME : 2 HOURS** **MAX. MARKS : 50**

**I. Answer any TWO of the following in about 200 words** **(2x5=10)**

1. Name the various components of a print ad. Explain at least TWO in detail.
2. Define an advertisement. Explain any TWO kinds of advertisements in detail.
3. Do you think advertising is related to sales? Explain how.

**II. Write briefly on any FIVE of the following:** **(5x2=10)**

1. Definition of an ad agency
2. Brand ambassador
3. Product Life Cycle – its different stages
4. Humour in advertisements
5. Storyboard
6. USP
7. White Space

**III. Create a print ad for any TWO of the following, keeping in mind the key concept and wherever relevant, the USP. You can create your own brand name. Your ad should have all the qualities of a print ad.** **(2x10=20)**

1. A newly launched brand of baby products.
2. An awareness ad by the Enviroprotect emphasizing the need to protect biodiversity.
3. A bank that has changed its name.

**IV. For the following visuals, create a product name, brand name and 'headline'.  
(2x5=10)**



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