**SUBJECT CODE: 11EL/FC/EA33**

**B.A. / B.Sc. DEGREE EXAMINATION, NOVEMBER 2012**
**THIRD SEMESTER**

COURSE   : FOUNDATION CORE
PAPER    : ENGLISH FOR ADVERTISING
TIME     : 3 HOURS                                                  MAX. MARKS:100

**I. Answer any THREE of the following in about 500-650 words each:**          **(3x15=45)**

1. What are the different parts of a print advertisement? Explain with examples.
2. Do you think advertisements promote different kinds of stereotypes? Explain with examples.
3. Discuss the comparative merits and demerits of print, radio and television as
   advertising media.
4. What is the 'marketing mix?' How can it be used by a copywriter for effective advertising?
5. On what bases are advertisements classified? Explain with suitable examples.

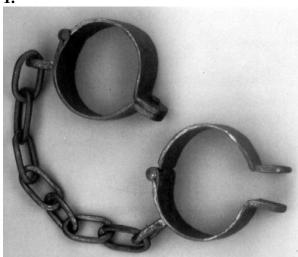**II. Write short notes on any TWO of the following in not more than 50 words each:**
                                                                          **(2x5=10)**

1. headline in a print ad
2. brand ambassador and brand character
3. demarketting
4. account manager in an ad agency

**III. For any TWO of the following visuals, create a product for which the visual can be
     used in advertisement. Also create a brand name and give a headline for the ad.**
                                                                          **(2x5=10)**

**1.**

2.



3.



4.

**IV. Create a print ad for any ONE of the following (you can create your own brand name)**
                                                                    **(1x10=10)**

   1. A newly launched brand of women's watches, with different models for different age-groups
      (from teenagers upwards). You should advertise the entire range.
   2. Breast cancer awareness, advertised by the Cancer Awareness Group of India (an NGO)

**V. Write the lyrics for a radio ad of sixty seconds duration for any ONE of the**
    **following (you can create your own brand name)**                     **(1x10=10)**

   1. a new brand of masala powders
   2. pulse polio campaign

**VI. Create a television storyboard for any ONE of the following (you can create your own**
     **brand name)**                                                       **(1x15=15)**

   1. A new brand of "size zero" laptops
   2. Save Water

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