STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086 (For candidates admitted during the academic year 2019–2020 and thereafter) SUBJECT CODE: 19CE/MC/EA55

B.A. DEGREE EXAMINATION, NOVEMBER 2022 ENGLISH AND COMMUNICATION SKILLS FIFTH SEMESTER

COURSE : MAJOR CORE

PAPER : ENGLISH FOR ADVERTISING

TIME : 3 HOURS MAX. MARKS: 100

SECTION A

I. Answer any four of the following questions in 200 words each.

 $4 \times 10 = 40$

- 1. Expound the role of an advertising agency and its various departments and functions.
- 2. Describe the different kinds of advertisements using suitable examples.
- 3. Discuss in detail some of the ethical issues that are present in the field of advertising.
- 4. Explain advertiser's pyramid and copywriter's pyramid.
- 5. Write a detailed note on headlines and its kinds.
- 6. What is body copy? Explain body copy styles and the sections of a body copy.

SECTION B

II. Answer any two of the following questions in 75 words each.

 $2 \times 5 = 10$

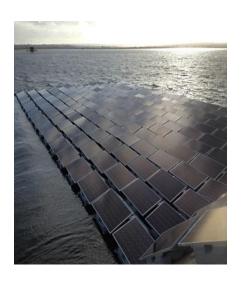
- 7. Write a note on promotional mix.
- 8. Briefly explain text-visual relationship and the different parts of a print advertisement.
- 9. Describe radio jingles and explain their effectiveness.
- 10. Write a note on creating web advertisements.

SECTION C

III. Create a product and brand name for any of the two visuals given below. $2\times5=10$

11. a b.







d.



- 2. Create a print ad on any one of the following:
- a) Fast Fashion
- b) Social Media
- 3. Create a radio jingle on any one of the following:
- a) Maybelline
- b) Indian Premier League
- 4. Create a television storyboard any one of the following:
- a) Smart Watches
- b) E-Learning

1×10=10

1×10=10

 $1 \times 20 = 20$
