

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. 4×10=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. 2×5=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. 2×5=10

11. a



b.



c.



d.



2. Create a print ad on any one of the following:

- a) Fast Fashion
- b) Social Media

1×10=10

3. Create a radio jingle on any one of the following:

- a) Maybelline
- b) Indian Premier League

1×10=10

4. Create a television storyboard any one of the following:

- a) Smart Watches
- b) E-Learning

1×20=20
