

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2019–2020 and thereafter)**

**B.A. DEGREE EXAMINATION, NOVEMBER 2023**  
**ENGLISH AND COMMUNICATION SKILLS**  
**FIFTH SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : ENGLISH FOR ADVERTISING**  
**SUBJECT CODE : 19CE/MC/EA55**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION A**

**I. Answer any four of the following questions in 200 words each. 4×10=40**

1. Explain the significance of advertisements and discuss the different needs they fulfil in today's society.
2. Describe the different types of body copy.
3. Describe the various kinds of advertisements and provide examples for each category and discuss the strengths and limitations of these advertising approaches.
4. Explore the ethical issues that advertisers may face in their campaigns. How can advertisers navigate these challenges while maintaining their brand's reputation?
5. Elaborate on the concept of the "Promotional Mix." Explain its components and how they work together to create effective advertising campaigns.
6. Discuss the role of an advertising agency in creating successful campaigns.

**SECTION B**

**II. Answer any two of the following questions in 75 words each. 2×5=10**

7. Explain the different types of headlines used in print advertisements.
8. Describe the importance of a tagline in an advertisement. Provide examples of memorable taglines and explain how they contribute to brand identity and brand communication.
9. Discuss the elements of effective radio jingles. How can advertisers use sound effects and language to create engaging and memorable radio advertisements?
10. Explain the concept of a television storyboard in creating advertisements. Outline the key components of a storyboard and how it helps visualise an ad's content.

**SECTION C**

**III. Answer the following questions. 50 marks**

11. Create product, brand name based on the following visuals (2 x 5 = 10)

- a) Suggest a suitable product name for your line of organic skincare products with vibrant and natural ingredients.

(or)

An elegant, cutting-edge electric vehicle showcasing advanced technological innovations.  
Devise a fitting product for your newly crafted electric automobile.



- b) Propose a product name and an associated brand name for this elegant and premium-looking wristwatch with a minimalist design.

(or)

Devise a suitable product name and a brand name for this range of eco-friendly household cleaning products in sustainable packaging.



12. Design a print advertisement relevant to the topic and effectively convey the message based on the provided subject. (1 x 10 = 10)

- a) Design a printed advertisement aimed at motivating individuals to become members of a nearby health and fitness centre. Showcase the advantages and amenities provided by the centre.

(or)

- b) Design a print advertisement for the launch of a new smartphone model. Emphasize its innovative features and capabilities.

13. Produce a radio jingle focusing on the chosen topic. (1 x 10 = 10)

- a) Compose a lively radio jingle that promotes a local coffee shop's unique blends and inviting atmosphere.

(or)

- b) Create a catchy radio jingle that highlights the latest fashion trends and special offers at a boutique store.

14. Create a television story board on any one of the following.

(1 x 20 = 20)

a) For a brand promoting spectacles.

(or)

b) For a theme park by blending elements of the supernatural with everyday life, creating a sense of wonder and mystery in the characters' experiences

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