

B.A. DEGREE EXAMINATION, NOVEMBER 2024
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. Discuss the different kinds of advertisements with suitable examples.
2. Write a detailed note on the advertiser's pyramid.
3. Explain taglines and captions.
4. What are the different parts of a print advertisement?
5. How does an advertisement work as a system of signs? Support your points with apt examples from day-to-day advertisements on various platforms.
6. Explain in detail the ethical issues pertaining to advertising.

SECTION B

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

7. Write a note on the advantages of pop-ups.
8. Comment on the importance of logo in a print advertisement.
9. Briefly explain the role of promotional mix in advertising.
10. What is the function of using sound effects in Radio advertisements?

SECTION C

III. Answer the following questions. 50 marks

11. Create a product and brand name for any of the two visuals given below. 2×5=10



a.



b.



c.



d.

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

1x10=10

- a) A Harry Potter themed cafe in Chennai
- b) A new perfume line by a famous brand

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

1x10=10

- a) A brand-new online food delivery app
- b) A foot massager

14. Create a television storyboard on any one of the following:

1x20=20

- a) A popular toothpaste brand introducing fruit flavoured toothpaste
- b) A double-sided kurta that can be worn for two different occasions designed by a brand-new boutique
