

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011–2012 and thereafter)

SUBJECT CODE: 11EL/FC/EA33

B.A./ B.Sc./ B.S.W./B.V.A. DEGREE EXAMINATION, NOVEMBER 2013
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 words each: (3x15=45)

- a. Differentiate between commercial advertising and non-commercial advertising, with two examples each.
- b. Do you think advertisements promote stereotypes? Discuss with examples.
- c. Write about the functions of the various departments of an advertising agency.
- d. Explain the link between Product, Price, Place and Promotion – the four Ps of marketing.
- e. Bring out the differences between TV ads and Print ads, with regard to production and impact.

II. Write briefly on any TWO of the following: (2x5=10)

- a. Positioning
- b. Copy writer's pyramid
- c. Product Branding
- d. The Advertising Ethics

III. For any TWO of the visuals given below, create a product, brand name and headline: (2x5=10)

A



B



C



D



IV. Create a print ad for any ONE of the products given below: (1x10=10)

- a. A cat food
- b. A shampoo for long hair

V. Write 'radio jingle' for one of the following: (1x10=10)

- a. Ragi - idli mix
- b. Wear helmet

**VI. Prepare a storyboard for a TV commercial for a Day Care Centre
OR a Theme Park (1x15 =15)**
