

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2010–2011)

SUBJECT CODE: EL/FC/EA33

B.A. / B.Sc. DEGREE EXAMINATION, NOVEMBER 2011
THIRD SEMESTER

COURSE : FOUNDATION CORE
PAPER : ENGLISH FOR ADVERTISING
TIME : 2 HOURS

MAX. MARKS: 50

I. Answer any TWO of the following questions in about 350 words each. (2 x 10 = 20)

- a. What are the different parts of a print ad? Explain each of them with examples.
- b. Discuss the comparative merits and demerits of advertising in the three media – print, radio and television.
- c. Discuss the Advertiser's Pyramid and its use in writing an effective copy.
- d. In your opinion, do advertisements make use of existing stereotypes or do you think they can, if they so desire, question these stereotypes? Discuss, using examples.
- e. What, according to you, is the relationship between advertising and sale of a product?

II. Explain any FIVE of the following in a sentence or two. Give examples wherever necessary. (5 x 2 = 10)

- a. Tickler
- b. White space
- c. Brand ambassador and brand character
- d. Brand loyalty
- e. Storyboard
- f. Subhead in a print ad
- g. Proxy advertising
- h. Ad wars

III. Choose any TWO of the following products/services/public messages. For one of them, create a print ad and for the other, a radio jingle of 60 seconds. You can give your own brand name. (2 x 5 = 10)

- a. A newly launched range of baby care products
- b. Have a safe diwali
- c. A new model of an already existing brand of laptops
- d. An already existing brand of medical insurance

IV. For the following visuals, come up with a product/service/public message, a brand name (if suitable) and a headline for a print ad. (2 x 5=10)

a.



b.


