

**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 2014**  
**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. Why are advertisements necessary? Explain product and non-product advertisements with examples.
- b. Do you think some advertisements flout ethical values? Discuss with examples.
- c. Write about the functions of the various departments of an ad agency.
- d. Explain with the 'copy writer's pyramid' the various factors that a copy writer should keep in mind for writing good copy.
- e. Write about 'planning an ad-campaign'.

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

- a. Positioning
- b. Welfare ads
- c. Brand loyalty
- d. Media department of the ad agency

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





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

- a. A silk sari show room
- b. A beauty parlour

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

- a. Save fuel
- b. Go green

**VI. Prepare a storyboard for a TV commercial for a **Fitness Centre** or a **Multiplex**. (1x15 =15)**

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