

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2004 – 05 & thereafter)
SUBJECT CODE : VC/FC/EA32
B.A. DEGREE EXAMINATION, NOVEMBER 2007
THIRD SEMESTER

COURSE : VOCATIONAL COURSE - FOUNDATION ENGLISH
PAPER : ENGLISH FOR ADVERTISING
TIME : 2 HOURS
MAX. MARKS : 50

- I Answer any two of the following questions in about 200 words each : (2x5=10)
1. Advertisements sell dreams and hence they make unreal claims to attract consumers; however, they should consider ethical and moral values. Give your views with illustrations.
 2. What is the significance of market surveys in the planning of an advertisement?
 3. Briefly explain the functions of the different departments of an Advertising Agency.
- II. Write briefly on any five of the following: (5x2=10)
1. Non-profit advertising
 2. USP
 3. Copywriting for hoardings
 4. Positioning
 5. Branding
 6. Copy writer's pyramid
 7. Media selection
- III. Create print ads for any two of the following, keeping in mind the key concept and the USP. The ad should have all the features of a print ad. (2x10=20)
- a. A fast food joint
 - b. A temporary shelter for pets
 - c. A herbal beauty parlour
- IV. For the following visuals, create a product name, brand name and headline. (2x5=10)

a)

b)

