

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2007– 08)**

**SUBJECT CODE : VC/FC/EA32**

**B.A. DEGREE EXAMINATION, NOVEMBER 2008**  
**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. What is the significance of market survey in the planning of an advertisement?
2. Briefly explain the functions of the different departments of an Advertising Agency.
3. Write about the major differences between print ads and TV ads with reference to planning and production?
4. What types of headlines are recommended for copy?

**II. Write briefly on any five of the following: (5x2=10)**

1. Non-profit advertising.
2. USP
3. Copywriting for hoardings
4. Positioning
5. The four Ps
6. Copywriter's pyramid
7. The merits of Radio spots

**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. (2x5=10)**

1. A new health drink for teenagers
2. A fitness centre
3. A mobile phone with i-Pod.

**IV. Write Radio jingles for any two of the following: (2x5=10)**

- a. A detergent
- b. Save the forests movement
- c. A new brand of chocolate

- V Create a product name, brand name and headline for the following visuals.**  
**(2x5=10)**