

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. DEGREE EXAMINATION, NOVEMBER 2015
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. What are the bases on which advertisements are classified? Discuss any ONE basis and its subdivisions in detail. Give suitable examples.
- b. What are the components of a print ad? Explain each in detail.
- c. What are the various kinds of unfair practices in advertising?
- d. Draw the Product Life Cycle Graph and explain the advertising strategies for each stage.
- e. Do you think advertising promotes stereotypes? Give examples in support of your answer.

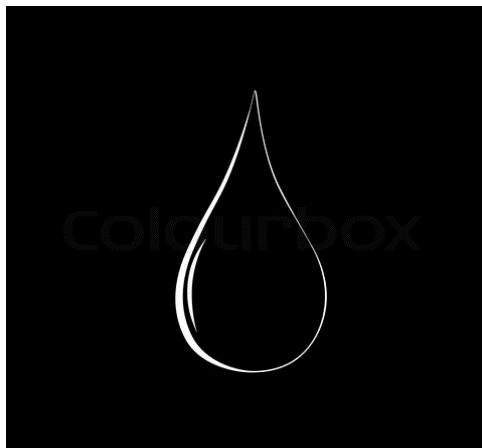
II. Write briefly on any TWO of the following: (2x5=10)

- a. Straight sell body copy.
- b. Account manager in an ad agency.
- c. Television storyboard.
- d. Radio script.

III. For any TWO of the following, identify a product for whose print advertisement it can be used as a visual. Also create a brand name and headline for the print ad.

(2x5=10)

A



B



C



D



IV. Create a ONE PAGE PRINT AD for any ONE of the following: (1x10=10)

- a. A new bookstore in a residential neighbourhood.
- b. 10% interest rates on Fixed Deposits for senior citizens at a well-established bank.

V. Write the script for a 30 SECOND RADIO AD for any ONE of the following: (1x10=10)

- a. Free eye check-up and glaucoma screening conducted by the Lion's Club at four leading hospitals in Chennai.
- b. A new radio channel for old Tamil film songs.

VI. Create a TELEVISION STORYBOARD for any ONE of the following: (1x15 =15)

- a. A new flavour of an established health drink.
- b. A well-known toothpaste that has just changed its name.
