

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2008– 09 & thereafter)

SUBJECT CODE : VC/FC/EA33

B.A. DEGREE EXAMINATION, NOVEMBER 2010

THIRD SEMESTER

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

I. Answer any TWO of the following in about 200 words (2x5=10)

1. Define an advertisement. Explain the essential parts of a print ad.
2. Are advertising and sales related to each other? Explain with examples.
3. What is the importance of selecting the suitable medium for an ad?

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

1. The difference between brand ambassador and brand character
2. SFX
3. sub-headline
4. Accounts Manager in an ad agency
5. USP
6. White Space
7. storyboard

III. Create a print ad OR a radio jingle for any TWO of the following, keeping in mind the key concept and wherever relevant, the USP. You can create your own brand name. Your ad should have all qualities of a print ad.

(2x10=20)

1. An ad stressing the need to follow traffic rules.
2. A newly introduced vacuum cleaner.
3. Packers and movers.

**IV. Use the following visuals in a product / service / awareness print advertisement.
Wherever applicable, you may create your own brand name and tag line.
(2x5=10)**


