

**B.A. DEGREE EXAMINATION, NOVEMBER 2016  
THIRD SEMESTER**

**COURSE : FOUNDATION CORE  
PAPER : ENGLISH FOR ADVERTISING  
TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION A**

**I. Answer any THREE of the following in about 500 words each: (3 x 15 = 45)**

- a. Do you believe that advertising promotes stereotypes? Explain with relevant examples.
- b. Draw the advertising and copywriters' pyramids and explain the inter-relations between them.
- c. Name the different styles of body copy and explain any two of them.
- d. Draw the PLC graph and explain advertising strategies for the first stage.
- e. Compare and contrast print, radio and television as advertising mediums.

**II. Write briefly on any TWO of the following: (2 x 5 = 10)**

- a. Straight sell body copy
- b. Brand character
- c. Sound effects
- d. non-commercial ads

**SECTION B**

**III. Assume that the following pictures are the visuals of a print ad. For any two of them, identify a product / issue / service in whose ad it can be used. Also create a brand name and write a headline for them. (2 x 5 = 10)**

**A)**



**B)**



C)



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

- a. A newly introduced laptop with the following features:
  - i. Windows 10 OS
  - ii. Touchscreen display
  - iii. Intel quadcore processor
  - iv. Front and back cameras
  - v. Dongle, wifi, bluetooth connectivity
  - vi. Extremely lightweight at 1.5 kg
  - vii. Built-in LCD projector
  - viii. Colours - black and blue
  
- b. A walkathon to create awareness regarding cervical cancer. The walk will start from Gandhi statue on Marina beach at 7.00 am and go down Cathedral Road to finish at Apollo Hospitals, Greams Road. It is organised by Apollo Hospitals and is scheduled to be held on November 12, 2016. It will be flagged off by Actor Jyotika. At Apollo Hospitals, there will be a talk on cervical cancer and a two-day screening camp for the same will also be inaugurated by Dr. Pratap Reddy, CEO of Apollo Hospitals.

**SECTION C**

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

- a. A newly introduced radio channel that will play old Tamil film songs throughout the day.
- b. 'Home-pampering services' by a well-established chain of beauty parlours.

**VI. Create a storyboard for a 50 second TV ad for any one of the following: (1 x 15 = 15)**

- a. A famous home-appliance company that has changed its name.
- b. Newly introduced wax-crayons that include shiny crayons as well as gold and silver colour crayons.