

**B.Voc. DEGREE EXAMINATION, NOVEMBER 2017
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)

1. Discuss any three body copy styles.
2. Draw the PLC graph and explain advertising strategies for the first stage.
3. Draw the advertising pyramid and copywriters' pyramid. Explain the relationship between the two.
4. Discuss any three unfair practices in advertising.
5. Write an essay on the relative merits and demerits of print, radio and television as media for advertising.

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

1. The use of sound effects in radio ads
2. Non-commercial ads
3. Information headlines
4. Brand ambassador and brand character

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)

1.



2.



3.



4.



IV. Create a one page print ad for any one of the following:

(1 x 10 = 10)

1. A range of herbal shampoos whose name has been changed. These shampoos promise to prevent hairfall, dandruff and premature greying.
2. A new health insurance scheme by an established bank. This scheme will reimburse upto 50% of monthly medical costs and will not be restricted to reimbursement of hospital costs alone.

SECTION C

V. Write the script for a 30 second radio ad for any one of the following:

(1 x 10 = 10)

1. A cancer awareness walk that is to take place on 12 December 2017. The walk is organised by the Lion's Club of Chennai and will begin at Gandhi statue on Marina Beach. It will move along RK Salai and end at Kauvery Hospital, Alwarpet where a free cancer screening camp will be conducted. The walk will be flagged off by actor Jyotika.
2. An existing range of South Indian masala powders.

VI. Create a storyboard for a 50 second TV ad for any one of the following:

(1 x 15 = 15)

1. A newly introduced children's colouring pencils by a new company. It has a range of 64 colours.
2. Interior and exterior waterproof paints by an established company.
