

(Pages : 3)

P – 2756

Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, December 2022

Career Related First Degree Programme Under CBCSS

Group 2(a) English and Communicative English

Vocational Course I

CG 1572 : THE LANGUAGE OF ADVERTISING

(2013-2017 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions in a word or sentence.

1. In India, which newspaper published the first advertising?
2. Who is considered the founder of modern, "Madison Avenue" advertising?
3. Who is the first celebrity to endorse a commercial product?
4. Which publication company installed the first rotary linotype machine in India?
5. Which company has the slogan – 'Zindagi Ke Saath Bhi, Zindagi Ke Baad Bhi'?
6. When was the Audit Bureau of Circulation established?
7. What is a Display Ad?
8. Who is a copywriter?
9. How does a billboard promote a brand?
10. What are financial Ads?

(10 × 1 = 10 Marks)

P.T.O.

II. Answer **any eight** from the following not exceeding 50 words.

11. What is the difference between a jingle and a slogan?
12. What is the main advantage of television commercials?
13. What were the functions of the Indian and Eastern Newspapers Society?
14. How do newspapers create a positive impact in advertising?
15. How does magazine advertisement help to reach the target market?
16. What is Pay-per-click (PPC) advertising?
17. What is a floating Ad?
18. What is the objective of public service advertising?
19. What is retail advertising?
20. What is the function of business-to-business advertising?
21. What is the social impact of derogatory advertisements?
22. What is the relation between advertisement and entertainment?

(8 × 2 = 16 Marks)

III. Answer **any six** from the following not exceeding 120 words.

23. Advertising in the early 20th century in India
24. What are the factors included in advertising?
25. Online advertisement media.
26. Newspaper advertisements are convenient and flexible Explain.
27. Explain classifieds.
28. Write about any four advantages of Hoarding Advertising?
29. What are News Feed Ads?
30. What are the differences between advertisement and Publicity.
31. What is Consumer Advertising?

(6 × 4 = 24 Marks)

IV. Answer **any two** of the following in about 300 words.

32. Explain the major factors to be considered while selecting a media for the advertisement.
33. What are the different function of advertising?
34. Discuss the various types of advertising and their significant features.
35. Explain the history of advertising in India.

(2 × 15 = 30 Marks)
