

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

CG 1572 : THE LANGUAGE OF ADVERTISING

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. Who is as considered the father of modern advertising?
2. Write the name of any two of the largest (“Big Five”) advertising agencies in the world.
3. Which is the first newspaper to include paid advertising in its pages?
4. Who were the forerunners of the advertising agencies in India?
5. Who produced the first printed advertisement?
6. When was the National Advertising Service established?
7. Which brand has the slogan — ‘The Taste of India’?
8. What is an advertorial?

9. What is a trade advertisement?
10. Write the expansion of AIDA.

(10 × 1 = 10 Marks)

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

11. What is a mascot?
12. What is the major advantage of radio advertisement?
13. What is an advertising medium and what are its objectives?
14. Why is it said that newspaper advertisements are flexible?
15. What is meant by selectivity in radio advertisements?
16. What is Hoarding Advertising?
17. What is search engine marketing?
18. What is Persuasive Product Advertising?
19. What is consumer advertising?
20. How do advertisements undermine social values?
21. Write any two disadvantages of newspaper advertising?
22. Which are the most important broadcast media in advertising?
23. Write any one of the most important steps in the selection of advertising media?
24. How is the impact of print and broadcast-media are measured?

25. Which are the specialty media in the advertisement?
26. How do advertisements create awareness among the public?

(8 × 2 = 16 Marks)

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

27. Beginning of advertisements in India.
28. Explain Ad serving.
29. What are the major elements of advertising?
30. Which are offline advertising media- Explain.
31. Explain any four benefits of newspaper advertising?
32. Do magazine advertisements enjoy more readers' confidence when compared with online advertisements? – Explain.
33. Which are the four types of billboards? Explain
34. What is Display advertising?
35. What are the differences between advertisements and personal selling?
36. How does business-to-business advertising work?
37. Briefly explain different stages of the AIDA model.
38. Explain different strategies for effective social media advertising.

(6 × 4 = 24 Marks)

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

39. Write about the social and economic objections to advertising.
40. Explain the advantages and disadvantages of Internet advertising.
41. Briefly discuss the different types of advertisement media.
42. What is financial advertising? Explain the benefits and strategies of financial ads.
43. Write about the advantages and disadvantages of Television as a medium of advertisement.
44. Advertising has tremendous impact on our society- Critically evaluate.

(2 × 15 = 30 Marks)
