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Name : Gopika B.

Fifth Semester B.A. Degree Examination, February 2021.

Career Related First Degree Programme under CBCSS

Group 2 (a) English And Communicative English

Vocational Course

CG 1572: THE LANGUAGE OF ADVERTISING

(2018 Admission -Regular)

Time : 3 Hours

Max. Marks : 80

1. Answer **all** questions, each in a word or sentence.

1. What is "Copy writing"?

2. What is "CTA" in advertising? *X 9*

3. What is "SEM"? *search engine machine*

4. Write the slogan of the brand "NIKE".

5. What is "appeal" in advertising?

6. What does the term "Advertere" mean?

7. Which land used Papyrus to make sales messages and wall posters? *temple wall, rock pillars*

8. What was the first product advertised on TV in India? *soap, pen*

9. What is "CTR" in online advertising?

*customer, Trade Relation*

*Return on Investment*

10. What is web banner - *Cover page of advertisement*

(10 × 1 = 10 Marks)

II. Answer any **eight**, each in a paragraph not exceeding **50** words.

11. Brand image

12. Brand equity

13. Advertising campaign

14. Brand value

15. Virtual Advertising

16. Rational appeal

17. Emotional appeal *Business to Business*

18. Advertising strategy

19. B2B advertising

20. E-business

21. Sales promotion

22. Brand awareness

23. Consumer behaviour

24. Social media marketing

25. Personal Branding

26. Product placement.

(8 × 2 = 16 Marks)

III. Answer any six each in a paragraph not exceeding 100 words.

27. Define "Billboards".

28. Explain "Influencer marketing".

29. Define the role of a social media influencer.

30. "A slogan is a memorable phrase". Explain.

31. Define the term "Digital Marketing".

32. Define "Vlog".

33. Critically analyse any YouTube channel and its marketing strategy.

34. Define "Humour Appeal".

35. Critically analyse any advertisement and prepare a short note.

36. Prepare a short note on advertising copyright laws

37. Define "Advertising Illustration".

38. Define "SEO".

(6 × 4 = 24 Marks)

IV. Answer any two each in about three hundred words.

39. What are the principles of "AIDA" model of communication?

40. Write an essay on the social benefits of advertising.

41. Explain different types of media through which advertisement is delivered.

42. Prepare a note on "Advertising history of India".

43. Write an essay on the "Present status of advertising industry".
44. Discuss as to how in 2015 Maggi noodles managed to come back to the market after the ban on using advertisement strategy.

(2 × 15 = 30 Marks)