K26FY1560 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Reg/Sup/Imp) Examination April 2026

KU2DSCFNG108 - LANGUAGE AND CREATIVITY IN ADVERTISING

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. What is meant by call-to-action (CTA) in advertising?
2. What do you mean by persuasive language?
3. Give an example of a well-known creative ad campaign.
4. What do you mean by consumer psychology?
5. What is a logo?
6. Mention any two determinants of advertising media.
7. What do you understand by alternative media?
8. Mention any two distinguishing features of a TV ad.

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Section B

Answer any 4 questions. Each carry 6 marks.

9. What are the benefits of creative advertising?
10. What are the important characteristics of creative advertising? Explain.
11. Mention a few persuasion techniques used in advertising.
12. Mention the features of mainstream media.
13. Purchase point advertising.
14. What are the important elements of film advertising?

Section C

Answer any 2 questions. Each carry 14 marks.

15. (a) Briefly elucidate the history of advertising.

(b) Discuss the role of advertising in brand building.

16. (a) Discuss the role of advertising in marketing.

(b) Can advertising have a negative influence on society? Elucidate with examples.

17. Write a script for an advertisement for a smartphone brand in a leading newspaper.

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