K26FY1355 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Reg) 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 do you understand by alternative media?
2. What is meant by advertising media?
3. Define advertising
4. What is meant by digital advertising?
5. What is meant by brand building?
6. Give an example for call-to-action (CTA) in advertising.
7. What do you mean by persuasive language?
8. What is meant by hyperbole?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. How did the invention of printing press impact advertising?
10. What are the different purposes of advertising?
11. How can a brand create an emotional connection with its audience through advertising?
12. Explain how exaggerated images influence consumers.
13. What are the key aspects to be considered while scripting an ad for television?
14. How do the visual elements, text, and overall design of the advertisement given below convey message and attract the target audience?

Section C

Answer any 2 questions. Each carry 14 marks.

15. Explain the key elements in creative advertising.

16. Explain the important elements in a print ad.

17. How is mainstream media different from social media?

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