

Reg. No.:



Name:

University of Kerala

W6672

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

ENGLISH AND COMMUNICATIVE ENGLISH

UK3DSCECE205 - Language for Advertising and Marketing

Academic Level: 200-299

2024 Admission

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	Name the 4 Ps of Marketing.	RE	1
2	Mention one major advantage of advertising	RE	2
3	What is B2B?	UN	4
4	Discuss the role of storyboards in the making of a television commercial.	UN	2
5	Expand the acronym 'SEM'	UN	1
6	What is persuasive advertising?	UN	1

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	How does advertising influence the portrayal of women in media?	UN	2
8	Briefly explain the evolution of advertising in India.	UN	3
9	Explain how a company can use its logo to enhance its brand identity and customer recognition	AP	4
10	Describe the importance of branding in marketing ?	AP	2

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Determine the positive and negative impacts of television advertisements on children' behaviour OR B) Present a SWOT Analysis for a company planning to launch a new product in a competitive market	AP	3, 3
12	A)	AN	4, 3

Qn No.	Question	CL	CO
	Analyse how advertising shapes consumer identity and social behaviour. Use examples to illustrate how ads influence people's desires, choices, and self-image OR B) Analyze how advertising reflects and shapes social and cultural values in contemporary Indian society		
13	A) Evaluate how far digital and social media advertising have transformed the traditional goals and methods of advertising. OR B) Evaluate the advantages and disadvantages of advertising in shaping consumer behaviour	EV	5, 3
14	A) Imagine that you are a freelance event manager. Create a logo and advertisement for your startup. OR B) Develop a concept for a socially responsible advertisement that addresses a current social issue (such as gender equity, body positivity, or environmental protection).	CR	5, 5