

Reg. No.:



W6981

Name:

University of Kerala

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	What is the primary goal of advertising?	RE	1
2	Which Indian dairy brand popularly known for its print ads has the tagline 'The Taste of India'?	RE	2
3	What is social cause advertising?	UN	1
4	List two forms of outdoor media advertising	UN	2
5	What does Branding mean?	UN	4
6	Give one advantage of digital advertising over traditional advertising.	UN	2

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	Describe different types of marketing	UN	2
8	Discuss the significance of technology in transforming advertising	UN	1
9	How does retail advertising differ from wholesale advertising?	AP	2
10	Explain direct mail advertising with an example.	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)	AP	3, 2

Qn No.	Question	CL	CO
	Suggest a marketing plan for rebranding an existing product that has lost popularity. OR B) Trace the evolution of advertising in India		
12	A) Compare different types of online marketing (content, influencer, email) and analyze their effectiveness for small businesses. OR B) Analyse the structure and functions of AAAI and discuss how it contributes to regulating advertising standards in India.	AN	4, 4
13	A) Analyse the relationship between advertising and society. Discuss the function and relevance of advertising and how it influences social values, lifestyles, and consumer behaviour. OR B) Describe the role of cultural diversity in shaping advertising content in India over time.	EV	3, 2
14	A) Create a 30 seconds TV advertisement script on any eco friendly product OR B) Propose an advertisement idea that breaks gender stereotypes in product marketing	CR	3, 1