



Date: 09-04-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART A

I. Answer any SIX questions in about 75 words: (6x5=30)

1. What are advertisements? Mention any two of your favourite advertisements.
2. Define USP. Why is it important for marketing a product?
3. Write a note on Body copy.
4. What is AIDA principle.
5. How is an advertorial different from an Editorial?
6. How will you write good headlines? Mention three rules for writing them.
7. What is a feature story? Mention two examples.
8. Define proofreading using examples. Why is it important?

PART B

II. Answer any FOUR of the following in about 150 words: (4x10=40)

9. Explain product/service advertising with examples.
10. Describe the importance of media in the contemporary society
11. Discuss the different types of advertising with examples.
12. Explain the Inverted Pyramid Structure of News Writing with the help of a diagram.
13. Discuss hard news and soft news. Give examples of news that you have read, heard or seen.
14. What do you understand by 'leads' and 'snippets' in news stories? Write 'a snippet' and 'a lead' of a news article and supply it with a suitable title.

PART C

III. Answer any TWO of the following questions: (2x15=30)

15. Create an advertisement for a brand of mobile phone with a winning headline, catchy logo, precise body copy and memorable by line.
16. Analyse a film using the Syd Field paradigm.
17. Attempt a film review of a recent film.
18. Imagine you are a journalist for a reputed newspaper. Write a feature story of a soldier who lost his life in the Pulwama Attack.
19. Write a letter to the Editor and share your views about the Gaja Cyclone in Tamil Nadu.

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