

RAN-2401001203060001/2501000103011004
S.Y.B.A. (Sem. - III) Examination November - 2025
SEC - III Advanced communication Skills in English - III
Time: 1 Hour]
[Total Marks: 25

સૂચના : / Instructions (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book (2) Answer all the questions. (3) Figures to the right indicate marks. (4) Clearly indicate the options you choose	Seat No.: Student's Signature
---	---

Q. 1. Read the following passage and answer the questions of Any Ten that follow: (10)

Advertising is the business of drawing public attention to a product/service to try and convince potential customers into buying or using that product/service. It is done to boost sales. The attention drawn must be positive; hence advertisements tend to favourable stress the key points of the product/service.

Types of advertising and advertising media

Nowadays, it is tough to go a single day without encountering advertising in all its forms. Virtually any medium can be used, which means we are likely to come across ads everywhere we go. The section below explores the most common forms of advertising.

Billboards

Billboards are large outdoor signboards on which advertisers can put up creative images of their product for the public to see. They are a common form of advertising, typically located in high traffic areas. A billboard attempts to be as eye-catching as possible, and is located in a traffic-heavy location where passers-by can easily see the ad.

Print

Also called the 'press advertising', this describes any advert that comes in the form of printed material. Therefore ads in newspapers, magazines, journals, etc., all come under print advertising. Such advertising has the potential to reach abroad audience as the ads may appear in national or local newspapers, or may appear in popular magazines which target a large readership base. When you get the chance, compare the style of advertisements in newspapers against the style of advertisements in magazines. Are there noticeable differences?

Radio

Many advertising agencies purchase airtime from radio channels, networks or stations in order to broadcast their ads. Radio ads are audio ads, which means that people only hear about their product/service. These ads tend to be very brief, lasting a minute or so. Due to their brevity, they try to be as catchy and memorable as possible.

There are two types of radio ads.

- Live reads : During a show, a radio jockey (a person who plays recorded music for listeners) will read out an advertisement or endorse (publicly support) a company, product or service.
- Produced spots : The advertisement agency records their ad, and sends it to the radio station for playback.

Television

This form is considered to be the most effective form of mass marketed advertising (advertising designed to appeal to many different people at once) as one commercial can reach millions of viewers. Here, just as in radio advertising, advertisers purchase airtime from TV networks and channels, so that they can insert television commercials that could be as short as a few seconds, or as long as a few minutes. The cost of such advertising can be incredibly high, especially during peak broadcast hours (or 'prime time'), when people are most likely to be at home and watching television.

Celebrity endorsements

In advertising, across all mediums, celebrities or known public figures (from sports figures to politicians to musicians) may endorse or publicly show their support for a product/service. Using such figures helps bolster the company's image, making it more recognizable to the public through their heroes and icons.

Online

This refers to various forms of advertising that rely on the internet as a platform for promoting products/services. Banner ads (ad located or 'embedded' within a webpage) and pop-up ads (new web-browser windows that open or 'pop up' in front of a previously accessed webpage) are the two most common forms of online advertising. Short video advertisements, embedded either within a webpage or within a longer video, are also very common. As opposed to the older forms of print or broadcast advertising, online advertising can be targeted at a focused or interested audience using data analytics, algorithms and tracking software, making them more efficient than traditional modes of advertising.

Questions:

- 1) What is advertising?
- 2) What is the primary function of advertising?
- 3) The two main features of advertising that enables it to fulfil its primary aim are:
 - a) _____
 - b) _____
- 4) Name the different forms (medium) of advertising
- 5) Where are Billboards generally located?
- 6) Give two examples of print advertising.
- 7) Radio ads are _____ ads.
- 8) Which are the two types of radio ads.
- 9) Why is the cost of the television advertising incredibly high during peak broadcast?
- 10) Celebrity endorsement of product/service helps to _____ the company's image
- 11) Which are the two most common forms of online advertising?
- 12) Why are online advertisement more efficient than traditional modes of advertising?

Q. 2. (A) (1) Seema and her friends, who are the students of FYBA, ask a professor about certificate courses in information technology (IT). Draft a dialogue. (8)

OR

(2) You have been asked to compare for the inaugural ceremony of the NSS camp of your college. Prepare your script. (8)

- Q. 2 (B)** (1) You have graduated with an Economics Major in 2025 from a reputed college. Send an application for employment to Vardhman Pvt. Ltd., expressing a hope that you will get suitable employment there. (7)
- OR**
- (2) Write an email to the local Sports Club requesting them to sponsor the annual football championship of your college. (7)
-