

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: Diploma in Translation studies	Date	: 07/03/2026
Subject Code	: DTS-07	Time	: 03:00pm to 05:15pm
Subject Name	: Translating Commercial Literature	Duration	: 02.15 Hours
		Max. Marks	: 70

- Q-1** Explain the nature of commercial literature and discuss its major characteristics with suitable examples. **14**

OR

Discuss translation challenges and strategies in commercial literature, focusing on meaning, tone and persuasion.

- Q-2** Trace the evolution of commercial literature and explain how changes in media and technology shaped advertising and marketing communication. **14**

OR

Explain the key principles of marketing and advertising copywriting, especially techniques for effective slogans, taglines, and headlines.

- Q-3** Write a detailed note on commercial registers and explain their importance in translating commercial texts effectively. **14**

OR

Discuss the types of banking literature and explain the translation challenges involved in banking communication.

- Q-4** **Short notes (Any two)** **14**

1. Technical terminology of commercial literature
2. Brand storytelling
3. Forms of commercial literature
4. Basic banking terminology and its translation

- Q-5** **Choose the correct option for the questions given below and write the answer.** **14**

1. A key feature of commercial literature is:
(A) Complex poetic diction (B) Clarity and brevity
(C) Ambiguity (D) Personal confession
2. "Transcreation" primarily refers to:
(A) Literal translation (B) Creative adaptation
(C) Grammatical correction (D) Cultural deletion
3. An effective advertising slogan should be:
(A) Lengthy and descriptive (B) Concise and memorable
(C) Highly technical (D) Historically detailed

4. Commercial registers vary mainly according to:
- (A) Font size (B) Situation and audience
 - (C) Paper quality (D) Printing medium
5. Poor banking translation may result in:
- (A) Stylistic weakness (B) Legal and financial confusion
 - (C) Longer documents (D) Redundant vocabulary
6. Technical terms in commercial texts require:
- (A) Free synonym use (B) Accuracy and consistency
 - (C) Poetic liberty (D) Context avoidance
7. Brand storytelling mainly aims to:
- (A) Hide product identity (B) Build emotional connection
 - (C) Avoid persuasion (D) Reduce audience impact
