

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/PS/AD35**

M.Com. DEGREE EXAMINATION NOVEMBER 2007
COMMERCE
THIRD SEMESTER

COURSE : **SPECIALISATION**
PAPER : **ADVERTISING**
TIME : **3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. Outline the role of Advertising within the marketing programme.
2. What are Halley's views on Benefit segmentation across product categories.
3. "All advertisements have some emotions; some Advertisement is all emotions". Do you agree? Why?
4. How do you resolve the problem of 'zapping, zipping and clutter'.
5. Compare the merits of Advertising in print media with that of Electronic media.
6. Describe the value of 'photo shop' in web advertising.
7. What goes in to an 'Ad layout'?
8. What are 'Reminder Ads'? How are they made?
9. "For an Advertisement to be effective, it must be noticed, read, comprehended believed and acted upon" Daniel stonch. Comment on this statement with examples from modern Advertisements.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

10. What are the solutions in regulating the unethical trends in advertising.
11. Examine the factors to be considered in out Ad campaign.
12. Discuss the role of creativity in making an Ad copy, using suitable examples.
13. Suggest appropriate tools for measuring effectiveness of Advertisements.

