

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2015-2016 and thereafter)**

**SUBJECT CODE: 15CM/ME/AD55**

**B.Com. (C.S) DEGREE EXAMINATION NOVEMBER 2019**  
**CORPORATE SECRETARYSHIP**  
**FIFTH SEMESTER**

**COURSE : MAJOR – ELECTIVE**  
**PAPER : ADVERTISING**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION A**

**Answer ALL questions.**

**(10 x 2 = 20 marks)**

1. Define Advertising.
2. Mention any two elements of advertising.
3. Define Advertising Media.
4. State the elements of an Ad-Layout.
5. What is an advertising copy?
6. What are the aims of an advertising copy?
7. What is an advertising agency?
8. Define advertising budget.
9. What is meant by advertising campaign?
10. Mention the stages of advertising campaign.

**SECTION B**

**Answer any FIVE questions.**

**(5 x 8 =40 marks)**

11. What are the functions of advertising?
12. Explain the criteria for choice of media.
13. What are the principles of Design?
14. Examine the need for advertising Agency.
15. What are the steps involved in an effective advertising campaign?
16. What are the advantages of direct advertising?
17. What are the kinds of Advertising?

**SECTION C**

**Answer any TWO questions.**

**(2 x 20 =40 marks)**

18. Examine the role of advertising in a Market.
19. Explain the elements of an advertisement copy.
20. What are the kinds of media used in indirect advertising?
21. Explain the factors to be considered in setting an advertising budget.

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