

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015-16 and thereafter)

SUBJECT CODE: 15CM/ME/AD55

B.Com.(CS) DEGREE EXAMINATION SEPTEMBER 2020

CORPORATE SECRETARYSHIP

SIXTH SEMESTER

COURSE : MAJOR – ELECTIVE

PAPER : ADVERTISING

TIME : 90 MINUTES

MAX. MARKS: 50

Section-A

Answer all the Questions

(7X2=14)

1. What is Trade advertising?
2. State the five M's of an advertising programme.
3. Write a note on 'Educational Value' in Advertisements.
4. What is meant by Ad-Campaign?
5. Name a few "Indoor Media" of advertising.
6. What is Media Planning?
7. List any two features of a Good Advertisement Copy.

Section B

Answer any TWO questions.

(2 x 8 = 16)

8. What are the steps involved in preparation of advertisement copy layout?
9. Advertisement is an Investment or a Waste? – Discuss from the point of view of a Manufacturer.
10. Explain Post-testing methods of measuring advertising effectiveness.

Section- C

Answer any one question

(1 X 20 = 20)

11. Explain the types of advertising with examples
12. Define Advertising and explain the structure of an Advertising Agency
