

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019 – 2020 and thereafter)
COURSE CODE: 19CM/ME/AM45

B.Com DEGREE EXAMINATION APRIL 2021

COURSE: MAJOR ELECTIVE

PAPER: ADVERTISING AND MEDIA MANAGEMENT

TIME: 90 MINUTES

MAX.MARKS: 50

SECTION – A

ANSWER ALL THE QUESTIONS

(7x2=14)

1. Illustrate advertising as a communication process.
2. Define an advertising agency.
3. What is meant by response hierarchy?
4. When a business is scheduling its advertisements for a board period of time, what are the key relationships it should study?
5. Give two examples of advertisements which are deceptive in nature.
6. Write a note on inbound and outbound marketing.
7. Why should a product's life cycle be considered while determining the budget for advertisements?

SECTION – B

ANSWER ANY TWO QUESTIONS

(2x8=16)

8. Explain the different types of an advertisement copy.
9. What are the various factors to be considering while choosing a medium to communicate to the target audience?
10. Describe the various types of advertising budget.

SECTION – C

ANSWER ANY ONE QUESTION

(1x20=20)

11. Elucidate on the functions, role and types of an advertising agency.
12. Explain the different classifications of an advertisement copy.
