

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2019-20 and thereafter)**  
**COURSE CODE: 19CM/PE/AM15**

**M.COM DEGREE EXAMINATION DECEMBER 2020**  
**COMMERCE**  
**THIRD SEMESTER**

**COURSE : ELECTIVE – CORE**

**PAPER : ADVERTISING MANAGEMENT**

**TIME : 90 MINUTES**

**MAX. MARKS: 50**

**Section – A**

**Answer all three questions:**

**(3 x 10 = 30)**

1. Define Advertising and briefly explain advertising as a Communication Process.
2. Explain the types of Ad Copy with an example.
3. Discuss the factors influencing Budget Setting.
4. Write a note on Stereotyping and Obscenity in advertising.

**Section – B**

**Answer any One questions:**

**(1 x 20 = 20)**

5. Explain the different types of appeal with examples.
6. What is an ad design and explain the elements of an Ad Design

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