

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2015-16 and thereafter)**  
**COURSE CODE: 15CM/ME/AD55**

**B. Com (CS) DEGREE EXAMINATION DECEMBER 2020**  
**CORPORATE SECRETARYSHIP**  
**FIFTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**PAPER : ADVERTISING**  
**TIME : 90 MINUTES** **MAX. MARKS: 50**

**Section A**

**Answer All the Questions:** **(7 x 2 = 14)**

1. Define Advertising.
2. What is Concept Testing?
3. What do you mean by traffic in advertising?
4. Write a short note on In-house agency.
5. What is Integrated Promotion?
6. Write a brief note on Creative Agency.
7. What is Layout?

**Section B**

**Answer any TWO Questions:** **(2 x 8 = 16)**

8. Enumerate the factors to be taken care of while designing an Advertisement Copy.
9. Explain the functions of Advertising Agency.
10. Describe the different steps involved in advertisement planning for marketing a product.

**Section C**

**Answer any ONE Question:** **(1 x 20 = 20)**

11. Explain in detail the various indoor and outdoor media of advertising.
12. Discuss the major internal and external factors involved in advertising planning and decision making.

\*\*\*\*\*