

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

COURSE CODE: 19CM/PE/AM15

M.COM DEGREE EXAMINATION – NOVEMBER 2021

COMMERCE – SHIFT II

COURSE : MAJOR – CORE

PAPER : ADVERTISING MANAGEMENT

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer any THREE questions:

(3x20 =60)

1. Define advertising and explain its functions. Explain the pros and cons of advertising as a promotional tool.
2. Explain the types of Ad copy and discuss the principles of Ad layout.
3. What is a budget? Explain the importance of advertising budget and factors influencing budget setting.
4. Describe the methods of measuring advertising effectiveness.

SECTION – B

Answer any ONE question:

(1 x 40 = 40).

5. a) Define Ad Copy. Explain the elements of the Ad Copy
b) Design your own Ad Copy for a tooth brush.
6. a) Discuss all the types of media available
b) Explain their advantages and disadvantages.
