

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009 & thereafter)

SUBJECT CODE : CM/ME/AD44

B.Com. DEGREE EXAMINATION APRIL 2012
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : ADVERTISING
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION-A

Answer all questions: (10 x 3 = 30 marks)

1. Define Advertising.
2. What are some of the criticisms of advertising?
3. What is AIDAS?
4. What is Social Advertising? Give an example.
5. What is an Advertising Campaign?
6. What is an Advertising Copy?
7. What is the role of a part time advertising agent?
8. State the significance of a headline with an example.
9. What is a Blurb?
10. How advertising helps in de-marketing? Give an example.

SECTION-B

Answer any five questions: (5 x 6 = 30 marks)

11. Explain the scope of advertising in the present day context.
12. What are the factors that are to be considered in choosing a media for advertising?
13. Explain the qualities of a good layout.
14. Explain the structure of Ad-agency.
15. What are the different values incorporated in a good copy of advertisement?
16. Explain the need for themes in advertisement.
17. What are the different kinds of appeals to human instincts?

SECTION-C

Answer any two questions: (2 x 20 = 40 marks)

18. Explain in detail the role of Advertising.
19. Describe the different kinds of advertising media.
20. Explain the steps in developing an advertising campaign, with a suitable example.
21. What are the functions of Advertising agencies?
