

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019 – 2020 and thereafter)

SUBJECT CODE: 19CM/PE/AM15

M.Com. DEGREE EXAMINATION NOVEMBER 2022
COMMERCE
THIRD SEMESTER

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

SECTION – A

ANSWER ANY SIX QUESTIONS. **(6 x 10 = 60)**

1. What is the meaning of Advertising? Explain its importance.
2. “Advertising as a promotional tool”. Do you agree with this statement? Give reasons for your answer.
3. Explain the important features of an advertisement copy.
4. Discuss the various steps for the selection of an advertising agency
5. What is campaign planning. Discuss the various steps involved in it.
6. Explain the factors influencing Budget setting.
7. Explain the principles of Advertising Layout.
8. Explain the different forms of ethical violations in advertising.

SECTION – B

ANSWER ANY TWO QUESTIONS. **(2 x 20 = 40)**

9. Explain the economic and social role of advertising.
10. Discuss the elements of creative advertising design.
11. Describe the factors affecting the choice of a media.
12. Explain the various measures to study the effectiveness of an advertising.
