

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

**SUBJECT CODE : 19CM/ME/AM45**

**B.Com. DEGREE EXAMINATION APRIL 2023**  
**COMMERCE**  
**FOURTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**PAPER : ADVERTISING AND MEDIA MANAGEMENT**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS:**

**(10 x 2 = 20)**

1. What is the Scope of Advertising in Marketing?
2. What are the Ethical Issues in Advertising?
3. What are the Features of a Good Advertisement copy?
4. List out the Steps involved in Preparation of Layout.
5. What are the elements of an Ad. copy?
6. What is an Advertisement Campaign?
7. What are the different Types of Advertising Media?
8. What is Situational Analysis?
9. Identify the Factors governing the choice of Media.
10. What is an Advertising agency?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS**

**(5 x 8 = 40)**

11. What are the various Economic benefits of Advertising?
12. What are the different ways of delivering the copy format?
13. Explain the factors governing the choice of Media.
14. List out the Essentials of a Good Layout.
15. Explain DAGMAR approach for setting Advertising Objectives.
16. How is press media the best Media of Advertisement?
17. What are the Functions of Advertising agencies?

**SECTION – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40)**

18. Explain in detail the classification of copy in Advertising.
19. Explain the stages in the preparation of an Ad campaign.
20. What is media planning? Explain the steps involved in creating a media plan and selecting a media schedule.
21. Describe the different Methods of determining an Advertisement Budget

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