

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

**M.Com. DEGREE EXAMINATION NOVEMBER 2023**  
**COMMERCE**  
**THIRD SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : ADVERTISING MANAGEMENT**  
**SUBJECT CODE : 19CM/PE/AM15**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. Define Advertising and discuss the major roles of advertising.
2. Discuss the functions of advertising.
3. What are the elements of advertisement copy?
4. Explain the different types of advertising copy.
5. What are the functions of advertising agencies?
6. Discuss the factors to be considered for selecting and evaluating of an advertising agency.
7. Define advertising campaign and discuss the major parameters for preparing the campaign.
8. Explain the types of scheduling strategies.

**SECTION – B**

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

9. Explain the principles of an effective advertisement design.
10. Discuss the steps involved in advertising media planning.
11. What is advertising budget? Discuss the factors influencing advertising budget preparations.
12. Explain briefly the post testing methods for evaluating advertising effectiveness.

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