

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

**B.Com. DEGREE EXAMINATION APRIL 2024**  
**COMMERCE**  
**FOURTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**PAPER : ADVERTISING AND MEDIA MANAGEMENT**  
**SUBJECT CODE : 19CM/ME/AM45**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS: (10 x 2 = 20)**

- 1) What is advertising?
- 2) How did advertising evolve?
- 3) Differentiate advertising design and advertising copy.
- 4) Expand DAGMAR.
- 5) What do you mean by situational analysis?
- 6) List any two factors that should be considered while choosing a media.
- 7) Write down two functions of an advertising agency.
- 8) As a new generation consumer, which type of advertising media interests you and why?
- 9) Mention the objectives of advertising campaigns.
- 10) What is marketing strategy?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS (5 x 8 = 40)**

- 11) Advertising is a promotional tool. Explain
- 12) Write short notes on any two types of advertisement copy.
- 13) Explain the principles of an advertisement layout.
- 14) Write any two ways in which women are abused in modern day advertisement.
- 15) Explain how advertisement agency is selected and coordinated.
- 16) What is Media Planning and Scheduling? Explain the contents of a Media Plan.
- 17) Elaborate on the role of Advertising.

**SECTION – C**

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

- 18) Explain the different methods of advertisement budgeting.
- 19) Elaborate on the stages involved in campaign process.
- 20) Describe the advantages and disadvantages of online and outdoor media.
- 21) Illustrate the elements in an advertisement copy.

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