

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2023-24)**

**M.COM. DEGREE EXAMINATION NOVEMBER 2024**  
**THIRD SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : ADVERTISING MANAGEMENT**  
**SUBJECT CODE : 23CM/PE/AM15**  
**TIME : 3 HOURS** **MAX.MARKS:100**

<b>Q. No.</b>	<b>SECTION A</b> <span style="float: right;"><b>(4x5=20)</b></span> <b>Answer all questions:</b>	<b>CO</b>	<b>KL</b>
1	What is meant by Competitive Parity method? Explain its significance.	CO1	K1
2	Bring out the relationship between advertising and marketing.	CO2	K2
3	Write a short note on advertising as a promotional tool.	CO1	K1
4	State the importance of advertising in communications.	CO2	K2
<b>Q. No.</b>	<b>SECTION B</b> <span style="float: right;"><b>(4x10=40)</b></span> <b>Answer the following questions:</b>	<b>CO</b>	<b>KL</b>
5	Enumerate the various types of Ad copy with examples. (OR) Briefly discuss the strategies of Media Planning.	CO3	K3
6	Describe the factors which influence an advertising budget. (OR) Discuss the ill effects of Advertising and its impact on children .	CO4	K4
7	What are the Stages in the Advertisement Campaign Process? (OR) State the objectives of Advertising Standards Council of India .	CO3	K3
8	Elucidate the functions of Ad agencies towards their clientele. (OR) Briefly enumerate the direct measures to assess the impact of advertisements on Sales.	CO4	K4
<b>Q. No.</b>	<b>SECTION C</b> <span style="float: right;"><b>(2x20=40)</b></span> <b>Answer any two questions:</b>	<b>CO</b>	<b>KL</b>
9	Design an Ad copy for a Jewellery Brand.	CO5	K5
10	Briefly explain the advantages and disadvantages of Social Media Marketing.	CO5	K5
11	Describe the types of appeals with suitable examples.	CO5	K5

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