

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/PS/AD35**

M.Com. DEGREE EXAMINATION NOVEMBER 2008
COMMERCE
THIRD SEMESTER

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

SECTION – A

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

1. Explain the changing role of Advertisement in the present Global Environment.
2. What is creative strategy? And why is it important in advertising?
3. How will you create an Ad-Copy? Explain the types of ad-copy?
4. What is an Ad-Layout? What are its stages?
5. What are the important elements involved in the development of copy platform?
6. What are the basic ethics that are required to be followed in an Advertisement?
7. How does an ad-agency calculate / measure ad-effectiveness? Are there known models for the same?
8. Describe the process involved in image editing.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

9. What are the factors that should be considered in the selection of media? What models do you think are suitable for print media and Electronic media?
10. What media-mix would you suggest for a marketing objective of 'increasing awareness' by 50% of your new product ie, smoke free fire crackers before next Divali festival?
11. What is Advertising Budgets? What are the methods by which advertising budget allocation can be made?
12. Plan a campaign strategy for the launch of a new DTH Television Service.
13. Examine the relevance and significance of the growing influences of software technology on advertising in Modern Business. Give suitable examples.

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