

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted from the academic year 2023 – 2024)**

**B.COM. DEGREE EXAMINATION APRIL 2026**  
**COMMERCE**  
**SIXTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**PAPER : ADVERTISING AND MEDIA MANAGEMENT**  
**SUBJECT CODE : 23CM/ME/AM45**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

<b>SECTION A</b>				
<b>Q. No.</b>	<b>Answer all questions</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
1.	Define advertising.		1	K1
2.	What do you mean by advertisement design?		1	K1
3.	Write a short note on DAGMAR approach.		1	K1
4.	List the benefits of online advertisement.		1	K1
5.	Who is an advertising agent?		1	K1
<b>SECTION B</b>				
<b>Q. No.</b>	<b>Answer all questions</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
6.	List the phases of evolution of advertising.		2	K2
7.	Classify the elements of advertisement layout.		2	K2
8.	What is situational analysis?		2	K2
9.	Identify the criteria for media choice..		2	K2
10.	Bring the difference between media selection and scheduling.		2	K2
<b>SECTION C</b>				
<b>Q. No.</b>	<b>Answer any TWO of the following</b>	<b>(2 x 10 = 20)</b>	<b>CO</b>	<b>KL</b>
11.	Discuss the role of advertising.		3	K3
12.	Explain marketing strategy with suitable examples.		3	K3
13.	Illustrate the process of communication.		3	K3
<b>SECTION D</b>				
<b>Q. No.</b>	<b>Answer any TWO of the following</b>	<b>(2 x 10 = 20)</b>	<b>CO</b>	<b>KL</b>
14.	Explain the different types of advertisement budget.		4	K4
15.	Enumerate the steps involved in media selection.		4	K4
16.	Discuss on the social and ethical aspects of advertising		4	K4
<b>SECTION E</b>				
<b>Q. No.</b>	<b>Answer any TWO of the following</b>	<b>(2 x 20 = 40)</b>	<b>CO</b>	<b>KL</b>
17.	Explain in detail the various types of media.		5	K5
18.	Enumerate the process involved in the preparation of an advertisement copy.		5	K5
19.	Elucidate the different the stages involved in the advertising campaign.		5	K5
20.	Explain in detail the various functions of an advertising agency		5	K5

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