

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

B.VOC. DEGREE EXAMINATION, APRIL 2026
BANKING, FINANCIAL SERVICES AND INSURANCE
FOURTH SEMESTER

COURSE : MAJOR CORE
PAPER : ADVERTISING
SUBJECT CODE : 23VB/VM/AD44
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all questions not exceeding 50 words.	(5 x 2 =10)	CO	KL
1.	Define Advertising.		1	1
2.	What is social media advertising?		1	1
3.	What is an advertising agency?		1	1
4.	State any two objectives of advertising budget.		1	1
5.	What is guarantee?		1	1
SECTION B				
Q. No.	Answer any four questions not exceeding 150 words.	(4 x 5 = 20)	CO	KL
6.	Describe the objectives of advertising.		2	2
7.	Briefly explain the difficulties in measuring advertising effectiveness.		2	2
8.	Summarise the advantages of E-advertising.		2	2
9.	Explain the features of an advertising agency.		2	2
10.	Explain consumer sales promotion techniques.		2	2
11.	Describe the factors influencing the selection of an advertising agency.		2	2
SECTION C				
Q. No.	Answer the following questions not exceeding 500 words.	(4 x 10 =40)	CO	KL
12 a.	Differentiate between print media and electronic media advertising.		3	3
	(Or)			
12 b.	Explain the challenges faced by the advertising industry in India.		3	3
13 a.	Explain ethics in advertising and the need for ethical advertising practices.		3	3
	(Or)			
13 b.	Explain the advantages of measuring advertising effectiveness in detail.		3	3
14 a.	Analyze the impact of sales promotion on consumer buying behaviour.		4	4
	(Or)			
14 b.	Examine the importance of after-sales service in building long-term customer relationships.		4	4
15 a.	Analyze the effectiveness of E-advertising compared to traditional advertising.		4	4
	(Or)			
15 b.	Explain the challenges and drawbacks of E-advertising.		4	4
SECTION D				
Q. No.	Answer any two questions not exceeding 1000 words.	(2 x 15 = 30)	CO	KL
16.	Explain the various advertising media available to marketers.		5	5
17.	Discuss in detail the various factors affecting advertising budget decisions.		5	5
18.	Examine the different forms of E-advertisements used by modern marketers.		5	5
