

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2012 – 13)

SUBJECT CODE: 12PR/PE/AR14

M. A. DEGREE EXAMINATION, NOVEMBER 2012
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : ELECTIVE

PAPER : ADVERTISING MANAGEMENT

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Define Advertising.
2. How does an alternative medium differ from mainstream media?
3. Bring any three differences between advertising and public relations.
4. What is a creative brief?
5. What is an advertorial?
6. List any three features of social advertising.
7. Write a note on AIDAS communication model in Advertising.
8. State any three Indian social brand advertisements
9. Mention 3 ways through which advertising contributes to the growth of the company.
10. What is meant by employee branding?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS :(5 X 8 = 40)

11. What is an Ad. Copy? Explain the elements of an Ad. Copy.
12. Explain the social outlook in advertisements.
13. Advertisements breach the code of ethics imposed on them. Comment.
14. Do radio advertisements provide enough scope for creativity? Explain your answer with suitable examples.
15. How does Advertising contribute to the economic development of a country?
16. What is ambient advertising? Briefly discuss the advantages of ambient advertising?
17. Write a note on Internet as a multi media option for brand promotion.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 x 20 = 40)

18. “The strength of an Ad. Agency is determined by three key functions, namely, service, creativity and media handling”. Explain.
19. Explain the role of Advertising in building a Brand with appropriate examples.
20. What are the advertising regulations under implementation in India? How has it contributed to an improvement in the quality of advertisement?
21. What is an Advertising Campaign? Discuss at length the stages involved in an Ad. Campaign.
