

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-12)

SUBJECT CODE : 11CM/PE/AD44

M.Com. DEGREE EXAMINATION APRIL 2013
COMMERCE
FOURTH SEMESTER

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

SECTION – A

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

1. Elucidate the factors that influence the media choice of the advertisers.
2. What are the different methods used in ad appropriation .Explain any four in detail.
3. Explain the various strategies used in advertising a product of your choice.
4. Bring out the significance of the qualities and structure of an effective Advertising layout.
5. 'It pays to advertise'. Do you agree ?Give reasons and explain how advertising can benefit the society
6. 'All advertisements have the capacity to deceive somebody'. Comment on the statement and describe the need for ethics in advertising.
7. As the head of the Advertising Department of your company, you are to select a suitable advertising agency for an advertising campaign for a new brand of scooters for ladies to be launched soon in the market .What type of agency you will select and why?
8. Select two advertisement that you have read in a national daily , one of which you consider to be good and another one a bad advertisement .Write down the reasons due to which you consider them good and bad.

SECTION – B

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

9. What do you understand by an Advertisement copy? Explain its elements and discuss the various types that an Ad copy for print media should contain. Elaborate with a practical illustration created by you.
10. a) 'Internet has emerged as the medium of the millennium for advertising'. Explain in this context the merits and demerits of advertising on the internet.
b) Identify the different forms of electronic media used in advertising today. Discuss their relevance as against the print media.
11. 'One of the essential steps in Advertising Management is to measure the effectiveness of an Ad campaign'. Explain the various pre testing and post testing methods used in evaluating Ad effectiveness.
12. 'The basic objective of advertising is to increase sales and profit'. Elucidate the statement in the background of role, objectives and functions of advertising as a promotional tool.
13. Explain with an example the various stages involved in the planning and execution of an Ad Campaign.
