

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-2012)

SUBJECT CODE : 11CM/ME/AD43

B.Com./B.Com(CS) DEGREE EXAMINATION APRIL 2013
COMMERCE
CORPORATE SECRETARYSHIP
FOURTH SEMESTER

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

SECTION-A

Answer all questions: (10 x 3 = 30 marks)

1. Explain the term advertising.
2. What is meant by Ad Layout?
3. Why are Ad – Agencies important?
4. Explain any three types of body copy.
5. State any three functions of advertising.
6. Give any three examples of slogans.
7. State any three kinds of headlines.
8. Enumerate any three limitations of newspaper advertising.
9. What are the appeals used in creating an advertisement?
10. What is meant by Balance?

SECTION-B

Answer any five questions: (5 x 6 = 30 marks)

11. Explain the structure of an Ad – Agency.
12. Describe the following Principles Of Design: a. Proportion b. Sequence c. Emphasis
13. What is meant by Copy Test Reliability?
14. Enumerate the Criteria for the Choice of Media.
15. Enlist the importance of advertising.
16. Explain the principles of an effective ad-layout.
17. Bring out the significance of the role of advertising.

SECTION-C

Answer any two questions: (2 x 20 = 40 marks)

18. Explain in detail the Elements of an Ad copy. Illustrate with an example as well.
19. Describe the Functions of an Ad- Agency.
20. Enumerate and explain the kinds of outdoor media used in Advertising.
21. Briefly explain the stages of an Ad Campaign.
