

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009)

SUBJECT CODE : CM/ME/AD44

B.Com. DEGREE EXAMINATION APRIL 2011
COMMERCE
FOURTH SEMESTER

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

SECTION-A

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

1. Define advertising.
2. Write an attractive headline for a shampoo product.
3. What do you understand by communication mix?
4. What is a humorous Ad? Give an example?
5. Write a short note on AIDA'S technique.
6. What is called a blueprint in advertising?
7. Depict the structure of an Ad-agency by means of a flow chart.
8. State any three objectives of advertising.
9. What are the unique qualities of an indoor medium?
10. How important is a headline in advertising copy?

SECTION-B

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

11. Discuss the principles of designing.
12. Advertising is an important promotional tool. Do you agree?
13. How an agency develops a copy platform?
14. Describe the elements of an ad-copy with suitable examples.
15. Explain the essential qualities of a good layout.
16. Define advertising media and discuss the factors that govern the choice of media.
17. Explain any three kinds of appeal, with examples.

SECTION-C

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

18. Explain the role of advertising in marketing communication.
19. Describe the varied functions of an Ad-agency.
20. Discuss the various stages of an effective Ad-campaign, with an example.
21. Explain different kinds of indoor and outdoor media, with suitable examples.
