

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/AO/AD33**

B.Com. DEGREE EXAMINATION NOVEMBER 2007
COMMERCE
THIRD SEMESTER

COURSE : **ALLIED – OPTIONAL**
PAPER : **ADVERTISING**
TIME : **3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Define the term Advertising.
2. What are the important elements of an Advertisement?
3. What are the different media types followed in advertisements?
4. Is advertisement different from publicity?
5. Name the literary forms of message being used in advertising.
6. What is an advertisement schedule?
7. Give suitable examples to explain creativity in advertisement.
8. What is Trade advertising?
9. What is an advertisement copy?
10. Differentiate Rational appeal from emotional appeal.

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Does an advertisement influence consumer choice? Is personal selling and advertisement the same?
12. What is meant by effective creativity in advertisement? Give its importance.
13. Explain the tasks involved in the effective use of visuals.
14. What is Layout? Explain the stages of Layout process.
15. Explain the various functions of an Advertisement.

16. What are the factors that should be considered in the selection of media?
17. What are constraints involved in Advertising?

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Develop an effective creative idea for a product of your choice in the light of the stages of creative process specify clearly your developed idea .
19. How is an advertising campaign planned? What are the three phases of campaign creation?
20. What are the functions of an advertisement agency? What are the importance of an ad.agency? Give its structure.
21. How important it is to understand the basic elements of principles of design? Explain the importance of each element and principle design for print copy.

