

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 2008
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 advertising.
2. Identify the stages in copy writing.
3. State any two essential qualities of an ad-copy with suitable examples.
4. List out the different types of advertising copy?
5. How important is a headline in advertising copy?
6. Write a short note on AIDA'S technique.
7. What is called a blueprint in advertising?
8. Why agency-client relationship is important?
9. Coin a slogan for any two product of your choice.
10. Distinguish between rational appeal & emotional appeal with examples.

SECTION – B

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

11. Explain the different kinds of ad copy. Give suitable examples.
12. Discuss any two methods of indoor an outdoor advertising.
13. Explain the various elements of an ad-copy for Nokia.
14. Discuss the factors to be considered while selecting an ad-agency.
15. Explain the functions of an ad-agency.

16. Explain the 5 M's of advertising.
17. Identify the benefits of advertising.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the role of advertising.
19. Define advertising media and discuss the factors that govern the choice of media.
20. Explain the Ad-Agency structure by means of a flow chart.
21. Discuss the stages in an advertising campaign.

× × × × × × ×