

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

SUBJECT CODE : 11CM/PE/AD44

**M.Com. DEGREE EXAMINATION APRIL 2014
COMMERCE
FOURTH SEMESTER**

**COURSE : ELECTIVE
PAPER : ADVERTISING
TIME : 3 HOURS**

MAX. MARKS : 100

SECTION – A

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

1. What is the essence of creativity when it comes to advertising? Illustrate with relevant examples.
2. What are the stages and qualities of an effective Ad layout.
3. List out the different copy form, with examples.
4. What are the basic ethics to be followed in Advertising?
5. Explain the use of emotional appeals in advertising with illustrations.
6. Discuss the factors that govern the choice of media.
7. 'Advertising is a powerful promotional tool.' Explain.
8. Explain any four types of Advertising Budgets.

SECTION – B

ANSWER ANY THREE QUESTIONS:

(3 x 20 = 60)

9. "For an Advertisement to be effective, it must be noticed, read, comprehended believed and acted upon". Comment on this statement with real life examples from modern advertisements.
10. How is an Advertising campaign planned? What are the phases of Campaign Creation?
11. How can one evaluate the success of an Ad copy? Discuss the various measures that can be used to evaluate Advertising effectiveness.
12. Design a print media advertisement copy for a new brand of perfumes. Explain the creative process involved and the various components created in the Ad
13. Classify the various media available to an advertiser? Elaborate the significance of the print and electronic media in modern advertising.
