

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

**SUBJECT CODE: 11CM/GE/CA44**

**B.A./B.Sc./B.Com. / B.V.A./ B.C.A. / B.S.W. DEGREE EXAMINATION**  
**NOVEMBER 2014**

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

**MAX. MARKS: 100**

**SECTION A - (10 x 3 =30 marks)**  
**Answer ALL questions**

1. Define Advertising.
2. What are pop up advertising? Give an example.
3. What is economic ethics in advertising?
4. How advertising helps in de-marketing? Give an example.
5. Explain institutional advertising.
6. What is window display?
7. What do you understand by mass online medium?
8. Give any 2 reasons for failure of online advertising.
9. What is direct response advertising?
10. What is puffery in advertising? Give an example.

**SECTION B - (5 x 6 =30 marks)**  
**Answer any FIVE questions.**

11. Identify the elements of advertising.
12. Which is the most popular medium of advertising? Give reasons.
13. Explain the different types of online advertising.
14. Explain advertising as promotional tool.
15. What is E-Mail advertising & Web advertising? Explain its advantages.
16. Briefly discuss the scope of advertising.
17. State the merits & demerits of TV ad & print ad.

**SECTION C - (2 x 20 =40 marks)**

**Answer any TWO questions.**

18. Discuss the roles of advertising.
19. Explain the various trends in online advertising.
20. Explain with suitable examples the cultural and social ethics in advertising.
21. Make a comparison between outdoor and indoor medium of advertising and identify its types.

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