

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2010-2011)**

**SUBJECT CODE : CM/ME/AD44**

**B.Com. DEGREE EXAMINATION APRIL 2012**  
**CORPORATE SECRETARYSHIP**  
**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. What are some of the criticisms of advertising?
3. What is AIDAS?
4. What is Social Advertising? Give an example.
5. What is an Advertising Campaign?
6. What is an Advertising Copy?
7. What is the role of a part time advertising agent?
8. What is an Audimeter?
9. What is a Blurb?
10. What is an Advertising Budget?

**SECTION-B**

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

11. Explain the scope of advertising in the present day context.
12. What are the factors that are to be considered in choosing a media for advertising?
13. Explain the process of Media Planning.
14. What are the steps in developing an advertising campaign?
15. What are the different values incorporated in a good copy of advertisement?
16. Explain the need for themes in advertisement.
17. What are the different kinds of appeals to human instincts?

**SECTION-C**

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

18. Explain in detail the functions of Advertising.
19. Describe the different kinds of advertising media.
20. Explain the classification of an Advertising copy.
21. What are the functions of Advertising agencies?

**\*\*\*\*\***

