

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI -600 086**  
**(For candidates admitted during the academic year 2009- 2010 & thereafter)**

**SUBJECT CODE: CM/PE/AD13**

**M.COM DEGREE EXAMINATION - NOVEMBER 2010**  
**COMMERCE**  
**FIRST SEMESTER**

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

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ANY FIVE QUESTIONS: ( 5 x 8 = 40 )**

1. Enumerate the qualities of a good layout.
2. Discuss any two methods of indoor and outdoor advertising.
3. 'Advertising is a powerful promotional tool'. Explain.
4. List out the types of copy form, with examples.
5. Discuss the challenges of modern advertising.
6. Write a short note on AIDA'S technique.
7. Identify the essential elements in a copy platform.
8. Discuss the factors that govern the choice of media.

**SECTION – B**

**ANSWER ANY THREE QUESTIONS: ( 3 x 20 = 60 )**

9. Determine the ways of evaluating advertising effectiveness. .
10. Explain in detail the role of advertising.
11. Discuss the social ethics in advertising with supporting evidence from media.
12. Bring out the essentials of an effective ad design. Also design an Ad copy for a shampoo product.
13. Analyze the stages in advertising campaign, with an example.

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