

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

**SUBJECT CODE : 11CM/ME/AD43**

**B.Com./B.Com(CS) DEGREE EXAMINATION APRIL 2014**  
**COMMERCE**  
**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. How is the AIDAS technique important to Advertising?
2. Who are the parties to an Ad. Copy?
3. What is an Ad. Layout?
4. Explain the term “zipping” and “zapping”.
5. Write a short note on DAGMAR Approach of Advertising.
6. Recall the slogans of any 3 advertisements of your choice.
7. What is a brand mark? Give 2 examples.
8. Who is a Copy writer? Bring out the steps involved in Copy writing.
9. Write short notes on: a) Recall Test b) Recognition Test.
10. Identify any three types of indoor and outdoor media.

**SECTION-B**

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

11. Name the contents of an Advertisement Copy. Illustrate and identify the various elements of an Ad. Copy for a successful brand of Shampoo or a Cell Phone.
12. “Advertising is an effective Promotional tool”. Discuss this statement in the background of growing influence of advertising.
13. How can one design an Ad. Copy? Explain the principles to be followed for effective Ad designing.
14. What are the qualities of an effective Ad. Layout?
15. Distinguish the different types of Ad. Copy with real life examples.
16. Explain the use of emotional appeals in advertising with illustrations.
17. What are the functions of an ad agency? Name 2 successful Ad. Agencies.

**SECTION-C**

**Answer any two questions:**

**(2 x 20 = 40 marks)**

18. What is an Ad. Campaign? Explain the stages involved in planning and execution of an Ad. Campaign.
19. How can you evaluate effectiveness of Advertising? Explain the measures used in studying the effectiveness of Advertising.
20. Explain the different kinds of media used in advertising. Explain the criteria to be followed for choice of Ad. media.
21. Discuss the significant role of Advertising with relevant examples.

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