

**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 2015
COMMERCE
FOURTH SEMESTER**

**COURSE : ELECTIVE
PAPER : ADVERTISING
TIME : 3 HOURS** **MAX. MARKS: 100**

SECTION – A

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

1. Bring out the relevance of doing SWOT Analysis before the launch of an Ad. Campaign.
2. What is creative strategy? Illustrate with an example why it is important in advertising.
3. How will you create an Ad-Copy? Explain the various types of ad-copy.
4. What is an Ad-Layout? What are essentials of a good Ad. Layout?
5. What are the important elements involved in the development of a copy platform?
6. What are the basic ethics that are required to be followed in an advertisement?
7. How does an ad-agency function? Explain the working of an Ad. agency.
8. Describe the process involved in designing and ad.copy.

SECTION – B

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

9. Explain the changing role of Advertisement in the present Global Environment.
10. Explain the various measures adopted in measuring the effectiveness of an Ad. Copy.
11. What is Advertising Budget? What are the methods by which advertising budget allocation can be made?
12. Plan a campaign strategy for the launch of a new automobile.
13. What are the factors that should be considered in the selection of media? Explain the different types of electronic media and outdoor media used to communicate the Advertising message.
