

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.C.A. / B.S.W. / B.V.A. DEGREE EXAMINATION,
APRIL 2015

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. Write a short note on Web Advertising.
3. List any three methods of Modern Advertising.
4. Explain the use of Internet as an advertising medium.
5. Enumerate the merits and demerits of Press Advertising.
6. What is a Banner Advertisement? Give examples.
7. Who is an advertiser?
8. What is an advertisement copy?
9. Write a note on Window Display.
10. What is meant by Zipping and Zapping.

SECTION B - (5 x 6 = 30 marks)

Answer any FIVE questions.

11. Explain the various elements of an Ad. Copy.
12. What are the types of Online Advertising?
13. Prepare an Ad. Copy for any one: a) Watches b) Cell Phones
14. Explain the terms Interstitials and Superstitials.
15. Outline the scope of Advertising.
16. Bring out the significance and types of outdoor advertising.
17. Write a note on Direct Response Advertising.

SECTION C - (2 x 20 = 40 marks)

Answer any TWO questions.

18. Explain challenges and trends of Online Media used in Advertising. Outline the reasons for failure and changing trends.
19. Discuss the various ethical issues that govern the world of Advertising.
20. Discuss the different roles of Advertising with suitable examples.
21. Name the different media used in Advertising. Explain in detail the use of Electronic Media.
