

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 2015
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. Explain the term advertising.
2. List the emotional appeals used in creating an advertisement?
3. Why are advertising agencies important? Name two prominent Advertising agencies functioning in India.
4. Explain any two types of Ad. Copies.
5. Write a short note on Ad. Design.
6. Identify the logos and tag lines of any two brands.
7. State any three kinds of headlines.
8. List any three limitations of newspaper advertising.
9. What is meant by Ad Layout?
10. What is meant by Recognition Test?

SECTION-B

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

11. Briefly outline the stages of an Ad. campaign.
12. Describe the following Principles of Design:
 - a. Proportion
 - b. Sequence
 - c. Emphasis
13. What is meant by Copy Test Reliability?
14. Enumerate the criteria for the choice of media.
15. Elaborate on the functions of an Ad. agency.
16. Explain the principles of an effective ad-layout.
17. Bring out the different forms of outdoor media used in Advertsing.

SECTION-C

Answer any two questions:

(2 x 20 = 40 marks)

18. Explain in detail the Elements of an Ad copy. Illustrate with an example as well.
19. “Advertising is a necessary evil in the world of Corporate Communication.”
Elucidate the statement and bring out the significant role of Advertising.
20. What are the different methods of measuring effectiveness of Advertising?
21. Explain the importance and structure of an Ad. Agency.
