

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI -600 086
(for candidates admitted during the academic year 2009- 2010)

SUBJECT CODE: CM/PE/AD13

M.COM DEGREE EXAMINATION - NOVEMBER 2009
COMMERCE
FIRST SEMESTER

COURSE : ELECTIVE
PAPER : ADVERTISING
TIME : 3 HOURS

MAX. MARKS:100

SECTION – A

ANSWER ANY FIVE QUESTIONS

5 x 8 = 40 marks

1. Write a note on creativity in the background of the statement “Copy writing is a specified form of communicating ideas”.
2. Explain the different parts of an advertisement layout structure and outline their functions.
3. Define Advertising. Explain the elements involved in the development of a copy platform.
4. Write a note on the role played by an advertising agency in the creation of an advertisement copy.
5. How does one tackle the problem of clutter in advertising? Explain the strategies adopted for the same.
6. Elucidate the following statement: “in order to be effective an ad copy must be capable of being noticed, read, comprehended, believed and acted upon.”
7. Differentiate advertising from sales promotion.
8. Identify the various constraints faced in advertising by an advertiser.

SECTION – B

ANSWER ANY THREE QUESTIONS

3x20=60 marks

9. Explain the stages in planning an advertising campaign. Illustrate the strategies used.
10. Discuss the different measures used in studying the effectiveness of an Advertisement? Explain the various pre-testing and post-testing measures adopted in detail.
11. Classify the various media available to an advertiser? Elaborate the significance of the print and electronic media in modern advertising.
12. Design a print media advertisement copy for a new brand of cell phones. Explain the creative process involved and the various components created in the ad.
13. Elaborate on the significant role of modern advertising.

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