

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009)

SUBJECT CODE : CM/PS/AD36

M.Com. DEGREE EXAMINATION NOVEMBER 2009
COMMERCE
THIRD SEMESTER

COURSE : SPECIALISATION
PAPER : ADVERTISING
TIME : 3 HOURS
MAX. MARKS : 100

SECTION – A

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

1. “Advertisement is a mass communication of information intended to persuade buyers to buy products with a view to maximizing a company’s profits.- Explain its role in the light of this statement.
2. How will you create an Advertisement copy? What essential points do you consider for a good copy?
3. What are the essentials of a good Advertising Layout?
4. Why is it important to understand basic elements of principles of design?
5. Differentiate ‘Standardized ‘ from ‘adapted’ advertising in Global business.
6. What are the factors that should be considered in the selection of media?
7. How does an ad-agency calculate / measure ad-effectiveness? Are there known models for the same?
8. Explain any one method to promote re-purchase on a website which sells clothes for the youth market.

SECTION – B

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

9. Develop an effective creative idea for a product of your choice and develop an advertising campaign for the same.
10. Outline the major components and considerations that you would outline in your advertising plan, if you were the brand manager of a brand of cell phone, or a new web-site. In what ways would the plan differ? In what way would they be similar?
11. Explain the development of some models specifically intended to aid the advertiser in making media selection decisions.

12. What is Advertising Budgets? What are the methods and approaches by which Advertising Budget allocations can be made? Are there models you can suggest?

13. Write Short notes on:-

- a. Image editing.
- b. Photoshop for the web
- c. Creative Advertising
- d. Transit Advertising

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