

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015 – 2016)

SUBJECT CODE: 15CM/PE/AD14

M.Com. DEGREE EXAMINATION NOVEMBER 2015
COMMERCE
FIRST SEMESTER

COURSE : ELECTIVE
PAPER : ADVERTISING
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ANY SIX QUESTIONS.

(6 x 10 = 60)

1. Explain advertising as a promotional tool.
2. Explain the elements of an advertisement copy.
3. Why is press advertising most popular as a medium of advertisements?
4. Enumerate the objectives of “advertising Campaign”.
5. Explain the Pre-testing method of testing advertising effectiveness.
6. Write the qualities of a good advertisement copy.
7. Discuss the future of internet as a media of advertising.
8. What do you mean by advertising Lay-out? Explain it's functions.

SECTION – B

ANSWER ANY TWO QUESTIONS.

(2 x 20 = 40)

9. Discuss the Socio-economic aspects of advertisement.
10. Briefly explain the different types of advertisement copy.
11. What are the different types of advertising media?
12. Discuss the major ethical issues involved in advertising. Give examples.
