

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-12 & thereafter)**

SUBJECT CODE: 11CM/PE/AD44

**M.Com. DEGREE EXAMINATION APRIL 2016
COMMERCE
FOURTH SEMESTER**

**COURSE : ELECTIVE
PAPER : ADVERTISING
TIME : 3 HOURS**

MAX. MARKS: 100

SECTION – A

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

1. Explain the situations advertisements may be used. What are the factors which determine the advertisiability of a product?
2. What is an advertising copy? Mention the different types of advertising copy with suitable examples.
3. Explain the different forms that advertiser might use to advertise on the Internet. Bring out the merits and demerits of advertising on the Internet.
4. Briefly explain the different methods of setting up an advertising budget.
5. Why is it necessary to evaluate advertising? Explain the post testing methods of evaluating advertising effectiveness.
6. What are the chief characteristics of an advertisement layout copy?
7. What are the steps involved in media planning?
8. Choose a specific target market that an advertiser wants to reach. Discuss how magazines / newspaper might be used to reach this particular market in a cost effective manner.

SECTION – B

ANSWER ANY THREE QUESTIONS:

(3 x 20 = 60)

9. Discuss how advertising can be used as acceleration tool that can speed up the selling or purchasing process and increase a company's sales volume.
10. Explain the different forms of outdoor advertising with suitable examples.
11. Explain how a teaser advertising campaign is planned for introducing new product or brand.
12. What are the ill-effects of advertisements? Discuss the ethics of celebrities endorsing products. Do you think celebrities hurt their reputation by endorsing products and appearing in the advertisements. Why or Why not?
13. What are the elements of an advertisement copy?
