

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 2016
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. Define Advertising.
2. State the kinds of advertising.
3. List out the characteristics of a media.
4. What are the various Indoor media of advertising?
5. What is an Advertisement Copy?
6. What is an Advertisement Layout?
7. List out the various Advertising Agencies.
8. What is an Advertising Theme?
9. What is an Advertisement Campaign?
10. State the measures of Advertising Effectiveness.

SECTION-B

Answer any five questions:

(5 x 6 = 30 marks)

11. Explain the structure of an advertising agency.
12. List out the criteria for selection of media in advertising.
13. What are the elements of advertising layout?
14. Write short notes on advertising agency.
15. State the various stages of Advertisement Campaign.
16. What are the essentials of a good copy of an advertisement?
17. How are advertising messages created?

SECTION-C

Answer any two questions:

(2 x 20 = 40 marks)

18. "Advertising is economically beneficial but not socially inevitable" – comment.
19. Explain the merits and demerits of various kinds of media in advertising.
20. Discuss the various functions of an advertising agency.
21. Describe the various ways of measuring advertising effectiveness.
