

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

**SUBJECT CODE: 15CM/PE/AD14**

**M.Com. DEGREE EXAMINATION NOVEMBER 2016**  
**COMMERCE**  
**FIRST SEMESTER**

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

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ANY SIX QUESTIONS.**

**(6 x 10 = 60)**

1. What is meant by advertising? Explain the role of advertising.
2. Explain the process involved in preparation of advertisement copy.
3. Explain the term social media marketing.
4. What are the stages involved in advertisement campaign process?
5. Explain who are socially responsible for advertising?
6. Explain the characteristics of advertisement.
7. Explain the factors to be considered while selecting the advertisement media.
8. What is advertisement layout? How it is prepared?

**SECTION – B**

**ANSWER ANY TWO QUESTIONS.**

**(2 x 20 = 40)**

9. Explain the qualities of a good advertisement copy.
10. Explain the methods of appropriation of advertisement budget.
11. Explain the ethical and social issues in marketing.
12. Explain the various modes of advertising with their relative merits and demerits.

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