

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 2017
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 the Economic and Social implications of advertising.
2. What are the benefits of advertising?
3. What are the different types of advertisement copy?
4. Explain Advertising layout and describe the main contents of an ad layout.
5. State the factors influencing the media selection.
6. List out the various factors involved in Advertisement campaign.
7. Briefly explain the types of advertising budgets.
8. How do you evaluate the advertising effectiveness? Explain.

SECTION – B

ANSWER ANY TWO QUESTIONS.

(2 x 20 = 40)

9. Discuss the role of advertising.
10. Explain the classifications of advertisement copy.
11. Describe the merits and demerits of print advertising.
12. Elucidate the ethical issues in advertising.
