

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2015-16)**

**SUBJECT CODE: 15CM/ME/AD55**

**B.Com. (CS) DEGREE EXAMINATION APRIL 2018**  
**CORPORATE SECRETARYSHIP**  
**SIXTH SEMESTER**

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

**MAX. MARKS: 100**

**Section A**

**Answer ALL the questions.**

**(10 x 2 = 20)**

1. Define advertising.
2. What is 'client' in advertising?
3. Write any two mode of media advertising.
4. What is advertising campaign?
5. What is media plan?
6. What is 'display advertising'?
7. What is Ad layout?
8. What is media research?
9. How could you measure the impact of advertisement?
10. Who is a celebrity?

**Section B**

**Answer Any FIVE questions.**

**(5 x 8 = 40)**

11. Explain the features of advertising.
12. Describe the social and economical aspects of advertising.
13. Discuss the role of advertising agency.
14. What are the principles of Ad layout?
15. Describe the advantages of print media advertisements.
16. What are the steps involved in Ad- campaigns?
17. Explain the various elements of an Ad copy.
18. What is advertising schedule? Explain its model.

**Section C**

**Answer Any TWO questions.**

**(2 x 20 = 40)**

19. "Money spent on advertisement is not wasteful". Critically examine this statement with examples.
20. Design a suitable layout for wheeler advertisement in Tamil newspaper.
21. Explain the factors considered for measuring the impact of Advertisements.
22. Discuss the role of advertising as an important promotional tool.

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