

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

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

**B.Com. (C.S) DEGREE EXAMINATION NOVEMBER 2018**  
**CORPORATE SECRETARYSHIP**  
**FIFTH SEMESTER**

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

**MAX. MARKS: 100**

**SECTION A**

**Answer ALL questions.**

**(10 x 2 = 20 marks)**

1. What is advertising?
2. Write a note on Sales promotion.
3. Is Media Decision a key to Advertising success?
4. What is direct announcement?
5. List the main characteristic of Media.
6. Give a note on Outdoor Advertising.
7. Write a note on Ad copy.
8. What is meant by an AD agency?
9. Write a note on AD layout.
10. What is meant by AD campaign?

**SECTION B**

**Answer any FIVE questions.**

**(5 x 8 = 40 marks)**

11. Describe the Role of advertising.
12. State the need for advertising,
13. Narrate the important criteria required for choice of Media.
14. Describe the essentials of good advertising copy.
15. What are the major functions of an Ad Agency?
16. State the principles of a good layout.
17. Describe the stages of an AD campaign.

**SECTION C**

**Answer any TWO questions.**

**(2 x 20 = 40 marks)**

18. Explain the benefits of advertising.
19. Describe the major elements of Ad copy.
20. Explain the different kinds of Media Advertising.
21. Explain the measures of Advertising effectiveness.

\*\*\*\*\*