

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 2018
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 scope and importance of Advertising.
2. Discuss the importance of Social ethics in advertising.
3. Outline the requisites of advertising layout.
4. What are the essentials of an advertisement copy?
5. State the scope and benefits of outdoor Advertisement.
6. List the factors influencing the media selection.
7. Briefly explain the types of advertising budgets.
8. What is web advertising?

SECTION – B

ANSWER ANY TWO QUESTIONS.

(2 x 20 = 40)

9. Advertising is the backbone of modern marketing. Elaborate with examples.
10. Explain Advertising layout and describe the main contents of an ad layout.
11. Media planning involves a tradeoff between reach and frequency' – Discuss the statement and mention examples when one or the other should get more emphasis.
12. Discuss the stages in an advertising campaign with a suitable example.
13. What is advertisement effectiveness? Explain the various methods of measuring advertising effectiveness.
