

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

SIXTH SEMESTER – APRIL 2019

CO 6600– CREATIVE ADVERTISING

Date: 01-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer **any four** of the following questions:

(4x10=40 marks)

1. State and explain the various types of a format according to Bruce Bedinger.
2. Explain the human communication process in detail.
3. Describe the steps in the creative process.
4. What is an 'appeal'? Describe any five of them.
5. Show the process of consumer perception.
6. Describe the elements of design.
7. Write about any five ways of choosing a basic design.
8. Explain the benefits of advertising to consumers.

PART B

Answer **any three** of the following questions:

(3x20=60 marks)

9. Explain advertising exposure model with a diagram.
10. Describe the various print copy elements in detail.
11. How do consumers decide to buy a product?
12. What are the functions of advertising? Explain them.
13. Explain the following terms: a.) illustrator b.) art director c.) copy writer d.) layout e.) font
14. Explain the principles of design.