

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2023

CO 6600 – CREATIVE ADVERTISING

Date: 15-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Answer ALL the questions:

(10 x 2 = 20 marks)

1. Define “Advertising”.
2. What is marketing communication?
3. What do you mean by body copy?
4. Give an example for a fear Ad.
5. Mention any two unethical advertisements.
6. What is print layout?
7. What do you understand by rational appeal?
8. List any two advantages of celebrity endorsements
9. Define “Consumer market”.
10. What is TV commercial?

PART – B

Answer any FOUR questions:

(4 x 10 = 40 Marks)

11. Explain the objectives of advertising.
12. State any five types of headlines with examples.
13. Discuss the role of advertising agency.
14. In what ways advertising can have effects on sales? Explain
15. Analyze the principles of design.
16. Discuss briefly the use of visuals in print advertising
17. Exemplify the evils of sexual appeals in advertising.

PART – C

Answer any TWO questions:

(2 x 20 = 40 Marks)

18. Discuss in detail an Ad exposure model
19. Elucidate the various functions advertising
20. Analyze the consumer decision making process in detail.
21. What is creativity? Discuss the creative process with an example.

#####