



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – NOVEMBER 2013

CO 6600 – CREATIVE ADVERTISING

Date : 05/11/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2=20)

1. Define 'marketing'.
2. What is 'advertising'?
3. When is 'communication' complete?
4. Explain the meaning of 'clutter'.
5. Identify the ad-slogan for any two popular products.
6. What is an 'ad appeal'?
7. Write a note on 'picture and caption copy'.
8. Explain the term 'perception'.
9. Define 'lay out'.
10. What is 'clip art'?

PART – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8=40)

11. "The functions of advertising vary depending upon the advertiser and their objectives". Elaborate.
12. Explain the process of communication.
13. Enumerate the various types of headlines.
14. Identify the checklist for producing a good ad copy.
15. How are print-ad formats classified?
16. What are the elements that an art director must consider, while working with visuals?
17. Discuss the steps involved in the consumer decision making process.
18. Describe the production process for print ads.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20=40)

19. Outline the creative process, and explain the steps for generating creative ideas.
20. Discuss the elements and principles of a good design.
21. Explain the following issues related to designing the ad page.
 - (a) choosing the basic design
 - (b) working with the copy.

\$\$\$\$\$\$