



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – NOVEMBER 2016

CO 6600 - CREATIVE ADVERTISING

Date: 14-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

ANSWER ALL QUESTIONS

(10x2=20)

1. Define the term marketing.
2. Explain the concept 'Persuasion'.
3. What is meant by consumer behaviour?
4. Who is consumer?
5. Give the meaning of the term 'creativity'.
6. What is a slogan?
7. Define advertising.
8. What is a logo?
9. Define designing.
10. What is an ad layout?

PART -B

ANSWER ANY FOUR QUESTIONS:

(4x10=40)

11. What are the benefits of advertising?
12. State the differences between advertising and sales promotion.
13. What are the steps in the consumer Decision-Making process?
14. Explain the role of consumer behaviour studies in creating an effective ad copy.
15. What are the characteristics of an advertisement copy lay out?
16. What are the elements of design?
17. Write a short note on 'choosing type faces'.

PART -C

ANSWER ANY TWO QUESTIONS:

(2x20=40)

18. State the different types of headlines used in designing an advertisement copy.
19. What are the different appeals to human instincts in advertising?
20. What are the functions of advertising?
21. Discuss consumer behaviour in detail.
