LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

 **M.Com.** DEGREE EXAMINATION - **COMMERCE**

THIRD SEMESTER – NOVEMBER 2010

#  CO 3808 - CREATIVE ADVERTISING

 Date : 11-11-10 Dept. No. Max. : 100 Marks

 Time : 9:00 - 12:00

 **PART A**

Answer all the questions: (10x2=20)

1.Explain the photogravure process of printing.

2.State any two functions of advertising.

3.What is meant by ‘REBUS’?

4.What is convergent thinking?

5.What is a ONE – LINER?

6.Give an example for a slogan.

7.Explain proactive or offbeat headlines.

8.Why is a subheading called a kicker or a overline?

9.What is meant by trial close?

10.What is meant by ‘WHITE SPACE’?

 **PART B**

Answer any five of the following: (5x8=40)

11.Explain any eight appeals with examples.

12.Describe the advertising exposure model in detail.

13.Explain the creative strategies to be followed while preparing an ad?

14.Explain the following with examples: 1.trade advertising 2.selective advertising 3.class advertising 4.horizontal co-operative advertising 5.direct response advertising 6.vertical co-operative advertising 7.shortage advertising 8.mass advertising.

15.Enlist and explain the various principles of design.

16.Enumerate and explain the economic objections to advertising.

17.What are the services provided by an ad agency to its clients? Explain them.

18.Describe the steps in the preparation of a layout.

 **PART C**

Answer any two of the following: (2x20=40)

19.Explain the types of advertising with an example for each.

20.How would you plan to choose the correct media for advertising?

21.Choose a theme of your own and create an ad for a social cause.

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