

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2010

CO 6600 - CREATIVE ADVERTISING

Date & Time: 15/04/2010 / 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL Questions

(10 x 2 = 20 marks)

1. What is an 'aggressive advertising'?
2. Distinguish between Push strategy and Pull strategy in advertising.
3. What does DAGMAR approach mean?
4. What is a niche' market?
5. Give two examples of a Product slogan and comment on them.
6. What is an Ad copy?
7. What do you mean by 'clutter'?
8. What is a persuasive ad?
9. Differentiate Advertising from Publicity.
10. Is web advertising effective? Give your reasons.

PART – B

Answer any FIVE questions

(5 x 8 = 40 marks)

11. Describe the features of an Ad-layout.
12. When a cosmetic company sponsors a cricket match, what could be creative and suggestive slogans to be advertised?
13. What is the need for Advertisements to be ethical? Are there any given codes?
14. List out the criteria for selecting a proper media mix.
15. What do you mean by Creativity? Give its significance in advertising with examples.
16. Considering the brand loyalty a product already enjoys, how you would format a print ad?
17. What are the considerations before you choose 'headlines' for an ad? Give an example.
18. What are the special aspects of advertising exposure model?

PART – C

Answer any TWO questions

(2 x 20 = 40 marks)

19. Explain the concept of Product Life Cycle (PLC) as an advertising professional and show what kind of advertisements should be attempted in lengthening the product life.
20. Comment on the 'persuasion process' to be kept in mind by an advertiser throughout a campaign. Comment on the key elements of persuasion using illustrations.
21. Prepare a strategy for advertising for either a course in Digital graphics or a sunlight lotion for the summer heat. Remember your products have high range of quality as well as price. You are a new entrant in the market with big players competing with one another already.

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