

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

SIXTH SEMESTER – APRIL 2018

CO 6600– CREATIVE ADVERTISING

Date: 19-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS

(10X2=20)

1. Define the term 'Advertising'.
2. What is direct marketing?
3. Explain the term 'Publicity'.
4. What is consumer behaviour?
5. What is copy writing?
6. What is a slogan?
7. What is lay out?
8. Explain Consumer Jury Test.
9. Write short note on DTP.
10. Who is a sponsor?

PART B

ANSWER ANY FOUR QUESTIONS

(4X10=40)

11. State and explain the specific objectives of advertising.
12. What are the different steps involved in developing effective communication?
Explain
13. State the different types of perceived risk in consumer perception.
14. Explain the various levels of consumer decision making.
15. Discuss the process of communication.
16. What are the steps involved in preparation of advertisement copy layout?
17. What are the elements of communication process?

PART C

ANSWER ANY TWO QUESTIONS

(2X20=40)

18. Discuss in detail the various functions of advertising.
19. Describe the characteristics of advertising.
20. Explain the various classification of advertising layout.
21. Explain in detail the different 'values' incorporated in a good copy of press advertisement.
