

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2009

CO 3808 / 3875 - CREATIVE ADVERTISING

Date & Time: 12/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART A

Answer the following briefly:

(10x2=20)

1. Give two differences between Advertising and Salesmanship.
2. State any two functions of Advertising.
3. Mention any two unethical advertisements.
4. Who is a sponsor?
5. What is selective attention?
6. Explain what is meant by In-house Agency.
7. What is a Soft-Sell Advertising?
8. What is meant by Trial Close?
9. Give an example of a Wordless Ad.
10. What is meant by Chroma?

PART B

Answer any five of the following:

(5x8=40)

11. List any eight economic objectives of Advertising.
12. Explain the recent trends in Advertising.
13. Exemplify any eight appeals of Advertising.
14. What are the services rendered by an Ad Agency to its clients?
15. Explain any five types of headlines with examples.
16. What are the steps involved in the preparation of the layout?
17. Bring out the five main processes in Printing.
18. What are the steps in producing a Radio Commercial?

PART C

Answer any two of the following:

(2x20=40)

19. What are the steps in the Creative Process?
20. Explain the elements of an Ad Copy with an example for each.
21. Create an Ad for a face cream you are going to introduce in the market.
