 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – **APRIL 2012**

# CO 3808 - CREATIVE ADVERTISING

Date : 02-05-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

SECTION-A

**(Answer *all the* questions) (10 x 2 = 20)**

1. What is consumer advertising?
2. In communication process, what is the role of the “Medium”?
3. Who is an art director?
4. What is stereotyping?
5. What is target marketing?
6. In advertising, what do we mean by “regionalization”?
7. What is “hard-sell” advertising strategy?
8. What is a sensory appeal?
9. Who are graphic designers?
10. What is media vehicle?

SECTION-B

**(Answer any FIVE questions) (5 x 8 = 40)**

11. What are the functions of advertising?

12. What are the “Marketing services” performed by advertising agencies?

13. What are the “Social and Interpersonal Influences” which determine the consumer buying behavior?

14. Explain any five advertising appeals with examples.

15. What are the different types of “headlines” used in print advertisements?

16. What are the major challenges in media planning? Explain with examples.

17. What are the major ethical issues in advertising?

18. Explain the “Communication Process” in advertising.

SECTION-C

**(Answer any TWO questions) (2 x 20 = 40)**

19. What are the various media available for an advertiser in today’s world? Explain how each one is useful for conveying the advertising message to the audience?

20. What are the various factors in intercultural advertising? Explain each one with examples.

21. What are the advantages and limitations of broadcast television advertising?

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