

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2016

CO 6600 – CREATIVE ADVERTISING

Date: 15-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer **ALL** the questions:

(10 x 2 = 20 marks)

1. What is advertising?
2. Mention any two types of headlines.
3. What is meant by divergent thinking?
4. State any two benefits of advertising.
5. Mention any two characteristics of advertising.
6. What is a creative boutique?
7. What is a slogan?
8. Mention any two ways of printing advertisements.
9. What is rebus?
10. What is sans serif?

PART – B

Answer any **FOUR** of the following:

(4 x 10 = 40 marks)

11. Enumerate the various kinds of advertisement copy.
12. What are the steps in copy writing? Explain them.
13. Describe any five principles of design.
14. Explain the steps in preparation of layout.
15. Explain the creative strategies.
16. Describe any five kinds of appeals.
17. Explain the human communication process in detail.

PART – C

Answer any **TWO** of the following:

(2 x 20 = 40 marks)

18. Explain the elements of an ad copy.
19. Describe the creative process in detail.
20. Create an advertisement for creating awareness about a social cause.
21. Create an advertisement for promoting a tourist spot.

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