



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

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

**THIRD SEMESTER – NOVEMBER 2011**

**CO 3808 - CREATIVE ADVERTISING**

Date : 10-11-2011  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**SECTION 'A'**

**Answer all the questions**

**(10x2=20 Marks)**

- 1) Explain Social Marketing?
- 2) What is 'Publicrelations'?
- 3) What is reinforcement advertising?
- 4) Who is a 'copywriter'?
- 5) What is psychographics?
- 6) What is brand positioning?
- 7) What are the constituents of an advertising strategy?
- 8) What is Aerial advertising?
- 9) What is puffery?
- 10) What is 'stereotyping' in advertising?

**SECTION 'B'**

**Answer any five questions**

**(5x8=40 Marks)**

- 11) Explain the functions of advertising?
- 12) Discuss the ethical issues in modern day advertisements?
- 13) What are the challenges in Media Planning?
- 14) Explain the Communication 'Phases' in advertising?
- 15) Describe the concept of Positioning and its relation to advertising?
- 16) What are the basic ingredients of copy platform?
- 17) What are the various career opportunities available in the advertising industry?
- 18) Discuss the advantages and limitations of broadcast television advertising

## SECTION 'C'

**Answer Any Two Questions**

**(2x20=40 Marks)**

- 19) Analyze the various factors that have to be taken into consideration in intercultural advertising and suggest measures to become a successful intercultural advertiser.
- 20) Explain the recent trends in advertising in India with suitable examples?
- 21) Highlight the key challenges and opportunities facing today's advertisers?

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