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Register Number:

Name of the Candidate:

M.Com. DEGREE EXAMINATION, May 2015

(MARKETING)

(SECOND YEAR)

210 / 610: ADVERTISING MANAGEMENT

(Old Regulations / New Regulations)

Time: Three hours

Maximum: 100 marks

SECTION - A

Answer any FIVE questions

(5 × 8 = 40)

1. What is advertising? State its objectives.
2. Specify the ethical issues in advertising.
3. Narrate the factors to be considered in the selection of media for advertising.
4. What are indoor advertising? Explain.
5. Why is advertising agency needed?
6. How is advertising copy classified?
7. Bring out features of advertising research.
8. Define "Advertising Campaign". Mention its Characteristics.

SECTION - B

Answer any THREE questions

(3 × 20 = 60)

9. Discuss the various approaches to the study of marketing.
10. "The success of advertising campaign depends on proper selection of the media". Elaborate.
11. State and explain the Pros and Cons of using an in-house advertising agency.
12. What do you mean by "Layout" in case of a print ad? Enumerate the principles of preparing such layout.
13. Write short notes on the following:
 - i) Retail advertising
 - ii) International advertising
 - iii) Public service advertising.

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