



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2013

CO 6600 - CREATIVE ADVERTISING

Date : 25/04/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20)

1. What is an advertisement copy?
2. Explain the term “creativity”.
3. What is an ad layout?
4. Write a note on consumer perception.
5. Name two emotional appeals used in advertising.
6. What is a logo? Give two examples.
7. Identify the slogans of any two leading brands of personal care products.
8. Explain the purpose of a headline.
9. Who is a copy-writer?
10. What is consumer behavior?

PART – B

ANSWER ANY FIVE QUESTIONS

(5 x 8 =40)

11. Outline the qualities of a good ad Layout.
12. Bring out the significance of using creativity in competitive advertising. Illustrate with practical examples in Indian advertising.
13. Explain the role of a copy writer in the backdrop of designing a body copy.
14. How are consumer behavior studies significant in creating an effective ad copy?
15. Explain the Process of Communication.
16. Discuss the importance of headlines in creative advertising. Support your answer with print media ads of today.
17. Differentiate between advertising and sales promotion. Explain the growing significance of launching a sales promotion campaign through television advertising.
18. Distinguish between logical appeals and emotional appeals used in advertising.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 X 20 = 40)

19. Who is a Consumer? Describe the various steps adopted in consumer decision making process.
20. Outline the copy elements as seen in a print advertisement copy. Design an ad copy for a mobile phone with new innovations.
21. “Creativity is too often thought of as being relevant only in the context of art and creative writing. In fact, it is a more important force with much broader influence”. Elucidate this statement in the context of creative thinking and creative strategy used in modern day advertising.

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