



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2015

CO 6600 – CREATIVE ADVERTISING

Date : 21/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer **ALL** Questions:

(10x2=20)

1. Define the term Marketing.
2. What is Advertising?
3. What is meant by Human communication process?
4. Who is a consumer?
5. What is meant by Consumer perception process?
6. Explain the term 'Creativity'?
7. What is body copy?
8. Who is a copy writer?
9. What is an Ad-layout?
10. What is Designing?

PART-B

Answer any **FOUR** Questions:

(4x10=40)

11. What are the functions of Advertising?
12. Explain the process of communication.
13. Describe the Various steps adopted in Consumer decision making process.
14. Explain the purpose and Content of a Copy platform.
15. Describe the most common appeals used in advertising.
16. Explain the importance of headlines in creative advertising. Support your answer with print media ads of today.
17. Describe the elements of design.

PART- C

Answer any **TWO** Questions:

(2x20=40)

18. Explain the Advertising Exposure Model in detail.
19. Explain the term Creative process and also describe the steps for generating creative ideas, using appropriate examples.
20. Explain the Steps involved in designing ads for the television medium with suitable examples.
21. Discuss in detail the various stages in the layout process with an example of your own.

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