 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – **NOVEMBER 2012**

# CO 3808 - CREATIVE ADVERTISING

Date : 10/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

Part A

Answer all the questions: (10x2=20)

1. Write two slogans of popular consumer brands.
2. Mention two types of Advertising agencies.
3. Give an example of *Proliferation*.
4. What is meant by *Trial close?*
5. Define the term *Advertising.*
6. Explain the significance of a *Copy Platform*.
7. Who is a *Sponsor*?
8. What is the difference between Advertising and Salesmanship?
9. Give two examples of Celebrity ads.
10. What is *Transit advertising?*

Part B

Answer any five questions: (5x8=40)

1. Mention eight benefits derived by manufacturers from Advertisements.
2. Explain the kinds of Headlines.
3. List the six types of an ad format according to Bruce Bedinger.
4. Describe the human communication process.
5. What are the advantages of Direct mail advertising?
6. Explain the following terms: *Puffery, Stereotypical Ads, Subliminal*  *Advertising, Switch and Bait Offers.*
7. Describe the kinds of Advertising Agencies.
8. List out eight kinds of Appeals.

Part C

Answer any two questions: (2x20=40)

1. Create an Advertisement for a School of Commerce highlighting its features.
2. Describe any ten kinds of Advertising.
3. What are the steps in the Creative Process?