



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

**M.COM. DEGREE EXAMINATION COMMERCE**

**THIRD SEMESTER – APRIL 2013**

**CO 3808 - CREATIVE ADVERTISING**

Date : 11/05/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**Part A**

**Answer all the questions:**

**(10x2=20)**

1. Enlist any two benefits consumers receive from advertisements.
2. State any two services provided by an Ad – Agency to its clients.
3. Who is a copywriter?
4. What are the three aspects of creative thinking?
5. Explain the term proliferation.
6. What is meant by the term novelty appeal?
7. Explain the term news headline.
8. Describe the term copy heavy.
9. What is meant by big type?
10. Explain the term script.

**Part B**

**Answer any five of the following:**

**(5x8=40)**

11. Explain the six types of choosing a format as given by Bruce Bedinger.
12. What are the elements of design? Explain.
13. Explain any six types of appeals.
14. Describe the contents of a copy platform.
15. Describe any six unethical aspects of advertising.
16. How are agencies paid?
17. What are the processes of printing? Explain them.
18. Briefly explain the Elements of Design.

**Part C**

**Answer any two of the following:**

**(2x20=40)**

19. Create a print ad for a new laptop you are introducing in the market.
20. What are the primary and secondary functions of advertising? Explain them.
21. Explain the creative process in detail.

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