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Reg. No. : .....

Name : .....

**Fourth Semester M.Com. Degree Examination, June 2009**

**(Old Scheme – Prior to 2005 Admission)**

**Elective – Marketing (M)**

**CO 242 M – Paper XIV – MARKETING COMMUNICATION**

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions .

**(10×2=20 Marks)**

1. Define advertising.
2. Write note on marketing research in advertising campaign.
3. What is an advertising budget ?
4. What do you mean by layout of an advertising copy ?
5. What do you understand by media strategy in advertising ?
6. Write a short note on advertising agency.
7. What do you mean by Social Audit in Advertising Management ?
8. State the importance of colours in advertising copy.
9. Define marketing communication.
10. What is outdoor advertising ?

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SECTION – B

Answer **any five** questions.

**(5×5=25 Marks)**

11. Explain the evolution of personal selling and enumerate the qualifications and skills required for a successful sales person.
12. What are the different kinds of advertising ?
13. What are the ways of measuring the effectiveness of an advertising campaign ?
14. Write a detailed note on the main elements of building the advertisement.
15. What is Corporate advertising ? State its importance in Public Relations.
16. Describe the types of advertising media. Discuss their merits and demerits.
17. Explain the points you would consider in the preparation of an Advertising Copy.

SECTION – C

Answer **any two** questions.

**(15×2=30 Marks)**

18. Explain the nature and importance of advertising. Discuss the different functions of advertising.
  19. Discuss the role of an advertising agency. What are the advantages of taking the help of an advertising agency ?
  20. Explain the concept of an advertising budget and discuss the different methods of preparing advertising budgets.
  21. “Decisions about media to be used to transmit advertising messages are amongst the most important choices that an advertising manager must make.” Elucidate.
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