



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – June / July 2021
II Semester

Class : I PG **Time : 3 Hours**
Major : M.Com / M.Com CA / **Max. Marks: 100**
Tourism and Travel Management
20MBAI02 IDC - Creativity in Advertising

PART A **10 x 1 = 10**
Choose the Correct Answer

- Independent organization of creative people for advertisement and promotional tools are called
a. Advertisement Makers
b. Advertisement Creators
c. Advertisement developers
d. Advertisement Agency **CO1K3**
- Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between _____
a. Marketer and retailer
b. Jobber and wholesaler **CO1K2**
c. Market manager and salesman
d. Marketer and consumer
- An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?
a. Institutional copy
b. Straight selling copy
c. Educational copy
d. Expository copy **CO2K3**
- Copy testing is also known as _____
a. Pre Testing
b. concurrent testing
c. Preview
d. Copy writing **CO2K2**
- Axe body spray ads are examples of _____
a. Obscene advertisements
b. Subliminal
c. Deception
d. Rational appeal **CO3K3**
- The central theme of an advertisement that motivates the consumer to make a purchase decision is?
a. Advertising appeal
b. Advertisement script
c. Slogan
d. Headline **CO3K3**
- Magazines add credibility to the message because of the reputation in the eyes of _____
a. Retailers
b. Wholesalers
c. Marketing manager
d. Consumers **CO4K3**
- Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of _____
a. Media execution
b. Media strategy
c. Selecting media
d. marketing communication **CO4K2**
- The most popular form of advertising and it reaches to masses.
a. Social media
b. Email
c. Print
d. Television **CO5K3**
- Advertisement through radio was very popular till the middle of last century because of _____
a. Its effectiveness
b. Cost of advertisement
c. More popular than newspaper
d. Mass reach **CO4K3**

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Define Creativity. Briefly explain the various source and inspiration for advertising institutions. CO1K2
(or)
- 11.b. Sketch the major components and considerations that you would include in your advertising plan if you were the brand manager of a new model car CO1K3
- 12.a. Discuss the elements of copy writing. CO2K2
(or)
- 12.b. Interpret AICDA in terms of advertising CO2K3
- 13.a. Prepare a Package design for a beauty soap. CO3K3
(or)
- 13.b. Appraise the basic mechanics of story board development. CO3K4
- 14.a. Compute the printing process involved in the production of advertising CO4K3
(or)
- 14.b. Evaluate the process involved in the preparation of commercials in radio. CO4K4
- 15.a. List any two media types with suitable examples. CO5K3
(or)
- 15.b. Outline the techniques involved in the non commercial advertisement. CO5K4

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Explain the various challenges of advertising in current scenario with examples. CO1K4
(or)
- 16.b. Analyse how a competitive situation would affect the development of an advertising plan for an airline company and a mobile phone company. CO1K4
- 17.a. Illustrate the Encoding process involved in creative copywriting in advertising activity CO2K3
(or)
- 17.b. Recommend a good copy writing format for advertising a confectionary product. CO2K5
- 18.a. Design a print advertising for a life insurance company. CO3K6
(or)
- 18.b. Develop a artistic Concept for commercials to be published in television. CO2K6
- 19.a. Summarize the production planning process of developing an advertisement. CO4K5
(or)
- 19.b. Compile the techniques and process involved in the production of small screen commercials. CO4K6
- 20.a. Devise a media mix decision for a branded textile company for men in India. CO5K6
(or)
- 20.b. Justify with an example that how the product features help in message development and induce creativity in commercials. CO5K6