



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

CME 1224

CREATIVE ADVERTISING

MARKS: 60

TIME: 2 Hrs

Answer any **FOUR** of the following.

(4X 15=60)

1. Define advertising. Explain the features of advertising.
2. Discuss the different media channels used for advertising.
3. Elaborate the advertising planning process.
4. Describe the Structure of advertising agencies and the factors to be considered for selecting an ad agency.
5. Enumerate the various styles of advertising.
6. Explain the elements of an advertisement copy.
