

THE OPEN UNIVERSITY OF SRI LANKA  
 BACHELOR OF MANAGEMENT STUDIES (HONOURS)  
 DEGREE PROGRAMME

LEVEL 06

FINAL EXAMINATION -2019

ADVERTISING- MSU6405/MCU 4205

DURATION -THREE (03) HOURS



(17)

DATE: 28.12.2019

TIME: 1.30 P.M. – 4.30 P.M

ANSWER QUESTION ONE(01) AND TWO (02) OTHER QUESTIONS

QUESTION ONE

**Does Print Still Have A Place In The Future Of Advertising? 10 Experts Weigh In**

Since the dawn of the internet, people have heralded the death of print media. It's true that news has gone primarily online; most major media companies have made business model shifts in recent years to accommodate consumer preference for digital content. But where does this leave companies that have relied heavily on newspaper, billboard, magazine and direct mail ads?

Although print advertising may not be completely defunct yet, its future hangs in the balance. Marketers still dedicating resources to print in 2018 will need to consider whether it's worth continuing in the current digital landscape. Ten members of Forbes Communications Council share their thoughts on where print fits in the future of advertising.

1. Print will continue to be valuable where there is a physical customer presence.

Print is already a target-specific medium and will become more so. It makes sense where you come in physical contact with your customers, like a retail store or event. For example, our medical payment plan products make sense in a doctor's waiting room so we invest in print there. And direct mail is the most effective way to reach senior citizens who will read long-copy mailers. - Dave Matli, Parasail Health | Matli Consulting LLC

2. Luxury consumers will still value tangible ad platforms.

Glossy magazines and major publications hold a certain cachet that online doesn't achieve. There is literal weight to your presence. This tangible platform resonates well with luxury consumers and clients -- the trick is to find a complementary balance between digital and print within any given campaign for a multidimensional approach. - Ashley Murphy, Stribling & Associates

3. AR will give print ads a place in seamless omnichannel brand experiences.

With people becoming more and more blind to digital advertising methods, print offers an alternative medium to connect with your audience on their terms. Advances in technology like AR and image recognition will enable print ads to be the first step in a seamless omnichannel brand experience. - Patrick Niersbach, InContext Solutions

4. Print will need to complement and encourage digital interactions.

If your target audience reads print magazines as a regular part of their day, there is still a reason to consider print ads in your marketing mix. However, you need to adjust the expectations of actions your audience will take. Print ads will be more effective if they are a complement to your digital campaigns already in play and entice readers to interact with your brand online. - Jeannie Ruesch, xero.com

5. Offline entities and influencers will reengage consumers with print media.

Print media is in a state of evolution as it finds new ways to reengage consumers through partnerships with offline entities. As this evolution occurs, it will hopefully lead to higher readerships. Unfortunately, if you only have one dollar to spend on marketing and need to decide between print and digital, digital will always win. The reach is far greater with digital advertising. - Sherry Jhawar, Blended Strategy Group

6. Paper will become cost prohibitive, killing the last print campaigns.

Eventually, the entire population will have been born and raised with the internet available to them. Newspapers and magazines will only be found in museums. The last bastion of print ads will be direct mail, as a physical mailbox will be the last place that print can reach that digital can't. Eventually, that will die as well when all bills are paid online and the cost of paper becomes cost prohibitive

(Source : Forbes, March 2<sup>nd</sup> 2018, Forbes Communications Council)

- 1) Explain the main argument of this article by using few examples in Sri Lankan context in relation to print media. (16 Marks)
- 2) "Unfortunately, if you only have one dollar to spend on marketing and need to decide between print and digital, digital will always win. The reach is far greater with digital advertising". Do you agree with this statement? Explain.(18 Marks)
- 3) Critically evaluate the role of "Research in Advertising" to make decision on selecting best advertising tool for any product (16 Marks).

(Total : 50 Marks)

## Question Two

The findings of Gaber and Wright (2014) have shown that young consumers are accepting the idea of fast food advertising in Facebook in Egypt and fast-food marketers find it a more effective medium for advertising for their chains among that segment . Build up a discussion relating this to the Sri Lankan context.

(25 Marks)

**Question Three**

Explain the differences between below the line and above the line advertising methods with examples. (25 Marks)

**Question Four**

Explain the following concepts

- 1) Advertising Brief
- 2) Creative Boutique
- 3) Role and profile of Advertising Manager
- 4) Key activities of an Advertising Agency
- 5) Celebrity Endorsement

(25 Marks)

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