

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES
FINAL EXAMINATION – 2018/19(OLD SYLLABUS)
SSU2203 – PUBLICITY AND PROMOTIONS



DURATION: THREE HOURS (03 HOURS) ONLY.

Date: 23rd February 2019

Time: 1.30p.m.-4.30p.m.

Answer only five (05) questions. All questions carry equal marks.

1. Publicity and lobbying in issue management are significant factors in the context of public relations. Explain how these concepts should be used by companies?
2. “Public relations facilitate the democratic process by making information available”. Discuss this statement with examples of related challenges relating to your country.
3. Contextually relevant adaptation and strategy are needed for effective public relations campaigns. Discuss why?
4. Internal communication media should be maximized for the development of good-will within an organization. Comment
5. How is the concept of integrated marketing communications significant in the context of a competitive globalized world? Explain.
6. What is meant by positioning? Discuss the various approaches to positioning and give examples of companies or brands that use such approaches.
7. What are the pros and cons of using an In-house Agency? Discuss with examples.
8. Why is it important for promotional planners to understand consumer behaviour? Explain.
9. Write short notes on any two(02) of the following.
 - a. Geographic segmentation
 - b. promotional objectives
 - c. Problems in media planning
 - d. Opportunity Analysis

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