

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – LEVEL 4
 FINAL EXAMINATION– 2024/2025 (SEMESTER II)
 DSU4324 – ADVERTISING AND PROMOTIONS
 DURATION: THREE HOURS (03 HOURS)



Date: 3rd August 2025

Time: 1.30pm - 4.30pm

Instructions:

Answer any five (05) questions only. Each answer carries 20 marks.

1. What is the role of communication in the context of promotions? Discuss with examples
2. Integrated Marketing Communications (IMC) is most important in the context of competition in the field. Discuss
3. No product can be developed without appropriate branding. Justify this statement.
4. It is said that segmentation has five distinct steps ? Discuss their significance.
5. What types of group influences exist ? Explain why they are important for a marketing professional?
6. Discuss the importance of “market research” with reference to key fundamentals to be observed
7. Explain four objectives of developing an effective media plan in relation to a product or service
8. What is the significance of motivation in the problem recognition stage of the consumer decision-making process ?
9. Write short notes on four of the following:
 - a) Secondary data in market research
 - b) Budgeting approaches
 - c) Opportunity Analysis
 - d) Creative services in advertising
 - e) Specialized marketing communication services