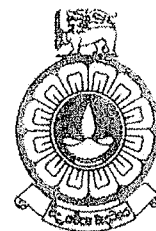


THE OPEN UNIVERSITY OF SRI LANKA
 FACULTY OF MANAGEMENT STUDIES
 BACHELOR OF MANAGEMENT STUDIES HONOURS DEGREE
 PROGRAMME- LEVEL 06
 ADVERTISING-MSU 6405/MMU6405/MCU 4205
 FINAL EXAMINATION -2025
 DURATION -THREE (03) HOURS



DATE: 29.11.2025

100 Marks

TIME: 09.30 am – 12.30 pm

INSTRUCTIONS: Answer Question One (01) and Two (02) Other Questions.

Question one

Read the following write-up and answer the questions given at the end.

What is Digital Marketing? Types, Strategies and Best Practices In 2025

Digital marketing is so ubiquitous now that it may as well be called simply “marketing.” Nearly every business needs an online presence to reach its audience. Digital marketing refers to any form of marketing for your business online, from social media and email to paid advertising and SEO. If you’re a small business owner thinking about where to begin, this guide breaks down the main types of digital marketing, key strategies and best practices to help you succeed in 2025.

Seven Types of Digital Marketing

With so many ways to market your business online, it’s easy to feel overwhelmed. The best approach is to understand each type, pick one or two that align with your goals, and focus on mastering them before expanding further.

1. Social Media Marketing

Social media remains one of the most accessible and cost-effective ways to build your brand and connect with your audience. Platforms like Instagram, Facebook, LinkedIn and X (formerly Twitter) allow you to meet potential customers where they already spend time.

It’s a great place to connect with customers, potential business partners or even other people in your industry. Over time, it helps you build your reputation and get your name out there without a huge upfront investment.

2. Email Marketing

Email marketing is one of the most effective methods of digital marketing. That’s because you’re reaching people directly in their inbox where they’ve already shown interest in hearing from you. While social media platforms change and algorithms can change overnight, you own your email list and will always be able to contact your list directly.

3. Pay-Per-Click (PPC) Advertising

PPC advertising refers to paid social media ads. You'll have to pay to get your ads in front of prospective customers. Ideally, you'd be saving time by spending money. It's a great way to drive traffic fast, especially if you're launching a new product, promoting a limited-time offer or trying to grow your audience quickly.

4. Affiliate and Influencer Marketing

Affiliate and influencer marketing refers to partnering with other people who already have an audience, like bloggers, creators, YouTubers or social media personalities, and getting them to share your product or service. With affiliate marketing, those partners usually earn a commission for each sale they drive. With influencer marketing, creators promote your brand in a way that feels natural to their followers.

This works really well because people trust recommendations from creators they follow. Micro-influencers (smaller followings but higher engagement) can be surprisingly effective and more affordable for small teams. Start by testing a few partnerships, tracking what each one brings in, and focusing on the relationships that deliver real results.

5. Content Marketing

Content marketing refers to creating content people actually want and that helps, entertains, teaches or informs. This could be blog posts, videos, guides, how-tos or podcasts. The goal is to build trust and become the go-to resource in your niche rather than directly selling. This makes content marketing more of a long-term marketing strategy.

6. Search Engine Optimization (SEO)

SEO is about helping your website show up when people search on Google (or other search engines). The goal is to get your site listed higher in the search results, so more people can find you organically.

SEO begins with a one-time setup but is most effective when treated as an ongoing process. You can either work with an SEO specialist to optimize your website, or you can learn the principles and do it yourself.

7. SMS Marketing

SMS marketing is an effective way to reach your customers and potential customers right where they already are: on their phones. People check their texts almost instantly, which makes SMS one of the fastest and most direct ways to share information.

Source: Extracted from Forbes, Leeron Hoory, Nov 03, 2025

1. "Nearly every business needs an online presence to reach its audience". Discuss the applicability of this statement to the branded tea industry of Sri Lanka.

(25 Marks)

2. Analyze using examples, how the seven types of digital marketing strategies discussed in the article can be applied in Sri Lanka.

(25 Marks)

Total: 50 Marks

Question Two

Explain the difference between below-the-line and above-the-line advertising methods, providing examples related to branded Mobile phone.

(25 Marks)

Question Three

Explain the role of a copywriter, using a real-world example from the media industry.

(25 Marks)

Question Four

Write short notes on the following topics.

- 1) Celebrity Endorsement
- 2) Role and profile of Advertising Manager
- 3) Social Media and Advertising
- 4) Advertising Brief
- 5) Promotion and Sales Promotion

(25 Marks)

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