



**THE OPEN UNIVERSITY OF SRI LANKA**  
**BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME**  
**LEVEL 6 –**  
**FINAL EXAMINATION 2004/2005**  
**ADVERTISING-MCU 4205**  
**DURATION THREE (03) HOURS**

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DATE: 25<sup>th</sup> June 2006

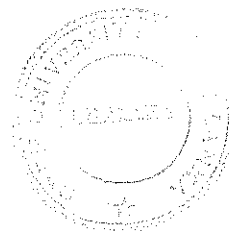
TIME: 9.30 A.M. TO 12.30 P.M.

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Answer any Five (05) questions. All questions carry equal marks.

01. Compare and contrast advertising from promotion. Discuss with examples.
02. a) What are the factors a company should consider when selecting an Advertising agency? Discuss briefly.  
b) Name three Advertising Agencies operating in Sri Lanka and briefly explain the activities they perform.
03. What are the critics of advertising? Discuss using examples.
04. Why research important in advertising? Discuss and Explain.
05. Discuss the contents of advertising brief.
06. Write short notes on the following topics bringing out the concepts clearly.

- I. Message design
- II. Layout of the advertisement
- III. Copy writer's role
- IV. Creative Boutique



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