

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL – 06
ASSIGNMENT TEST - OCTOBER 2009
ADVERTISING-MCU 4205
DURATION: TWO (02) HOURS**



DATE: 11TH OCTOBER 2009

TIME: 2.00pm to 4.00pm

- *Answer any three (03) questions. All questions carry equal marks.*
- *Answers must be specific and clear with examples clearly linked to the discussion.*

1. How you differentiate Advertising with Promotion? Explain
2. Identify Issues and Trends related to advertising in Sri Lankan context.
3. “Adverting is like a Symphony”. Do you agreed with this statement? Explain.
4. Write a brief note on Advertising and its relationship to other activities in Marketing.

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