

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (SPECIAL)
DEGREE PROGRAMME – LEVEL 06
FINAL EXAMINATION-2009
ADVERTISING-MCU 4205
DURATION –THREE (03) HOURS**



DATE: 19TH JULY 2009

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

ANSWER FIVE (05) QUESTIONS ONLY.

ALL QUESTIONS CARRY EQUAL MARKS.

1. Write a short essay on trends and issues in Advertising in Sri Lanka. Use examples in your answer.
2. What is an advertising brief? Explain the content in an advertising brief with the example of a branded Tea
3. Explain the role of Copy Writer with an example of your preference.
4. "Using an endorser in an advertisement always help organizations to earn profit"
 - a. Explain the concept of endorsement in Advertising.
 - b. Do you agree with the statement above? Explain.
5. "Executing an Advertisement is like a Symphony". Do you agree with this statement? Explain.
6. Briefly explain five (05) of the following concepts.
 - a. Advertising Research
 - b. Creative Boutique
 - c. Advertising and promotion
 - d. Storyboard
 - e. Pull and Push Strategy
 - f. The Layout

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