

**THE OPEN UNIVERSITY OF SRI LANKA**  
**BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME**  
**LEVEL – 06**



**ASSIGNMENT TEST – JULY 2010**

**ADVERTISING – MCU 4205**

**DURATION: TWO (02) HOURS**

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**DATE: 18<sup>TH</sup> JULY 2010**

**TIME: 10.00 am to 12.00 noon**

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**Answer 04 (Four) Questions only.**  
**All questions carry equal marks.**

- (1) Explain the history of Advertising Industry in Sri Lanka.  
25 Marks
- (2) “Advertising is more important than promotion”. Do you agree with this statement? Explain.  
25 Marks
- (3) “For the university it is necessary to have better advertising programme”. Elaborate the advantages of advertising for the university.  
25 Marks
- (4) Identify factors that will create a boom in advertising industry in Sri Lanka.  
25 Marks
- (5) What are the opportunities created for Advertisers after the War? Explain  
25 Marks

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