

**THE OPEN UNIVERSITY OF SRI LANKA  
BACHELOR OF MANAGEMENT STUDIES DEGREE  
PROGRAMME – LEVEL 06  
FINAL EXAMINATION -2010.  
ADVERTISING– MCU 4205  
DURATION – THREE (03) HOURS**



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DATE: 02 .05.2010.

TIME: 9.30 A.M TO 12.30 P.M

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Answer FIVE (05) questions ONLY.  
All questions carry equal marks

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01. Explain the role of advertising agencies in modern markets.
02. “Winning the war against terrorism gives huge advantage for advertisers to penetrate the untouched markets”. Do you agree with this statement? Explain.
03. Examine the range of factors that influence advertising management decisions in practice. Illustrate your answer by referring to an example of a branded soap.
04. Compare and contrast ‘advertising’ with ‘promotions’, using examples.
05. “Advertising brief is always helpful to understand mutual needs and wants in the negotiation”
  - a) What is Advertising Brief? Explain.
  - b) Illustrate the content of an advertising brief with the example of a branded biscuit.
06. Explain the following concepts.
  - a) Message design
  - b) Creative Boutique
  - c) Promotion and Advertising
  - d) Research in Advertising
  - e) Push and Pull strategy