

THE OPEN UNIVERSITY OF SRI LANKA  
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 6  
ADVERTISING - MCU4205  
FINAL EXAMINATION - 2011

00048



**DURATION –THREE (03) HOURS**

**DATE: 05.03.2011**

**TIME: 9.30 am – 12.30 pm**

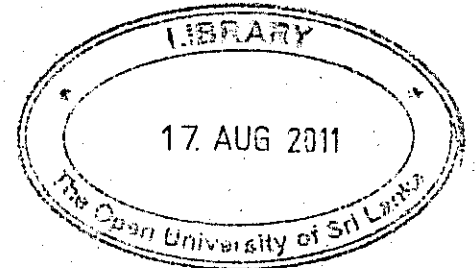
**No. of Questions 05.**

**No. of Pages 02.**

**Instructions**

*Answer Question Number One (01) and three (03) more questions.*

**(1) Read the following case and answer the question given at the end.**



**Children and Youth as Consumers: Advertising and Marketing**

According to the American Marketing Association, marketing is "an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit an organization and its stakeholders." Using the "Four Ps" of marketing product, place, price, and promotion advertisers use paid public presentations of goods and services in a variety of media to influence consumers' attention to, and interest in, purchasing certain products. Television has long been the staple of advertising to children and youth. Children view approximately 40,000 advertisements each year. The products marketed to children -sugar-coated cereals, fast food restaurants, candy, and toys have remained relatively constant over time. But marketers are now directing these same kinds of products to children online.

Although the kinds of products marketed to children have remained much the same, the buying power of children and adolescents has increased exponentially over time. The affluence of today's children and adolescents has made youth a market eminently worthy of pursuit by businesses. Youths now have influence over billions of dollars in spending each year. In 2002, U.S. four- to twelve-year olds spent \$30 billion. American twelve- to seventeen-year-olds spent \$112.5 billion in 2003. In 2003, 33 million U.S. teens aged twelve to nineteen each spent about \$103 a week. According to one report, parents supply 87 percent of young children's income.

Youths also shape the buying patterns of their families. From vacation choices to car purchases to meal selections, they exert a tremendous power over the family pocket book. Experts estimate that two- to fourteen year-olds have sway over \$500 billion a year in household purchasing. Thus, to influence youth is to influence the entire family's buying decisions. Rapid growth in the number of television stations and online venues has also led advertisers to market directly to children and youth. Because children and youth are heavy media users and early adopters of newer technologies, media marketing and advertising campaigns using both television and newer media are efficient pathways into children's homes and lives, although television is still the preferred medium for reaching children. (Sandra L. Calvert, 2008)

- (a) How do you compare the US context with Sri Lankan context? What are the advertising methods/vehicles/tools used in Sri Lanka to influence youth to buy products (or services)? Explain with practical examples. (40 Marks)
2. Marketers use a variety of techniques to attract audiences to increase product purchases. Traditional marketing techniques in television commercials include repetition, branded characters, catchy and interesting production features, celebrity endorsements, and premiums. In recent years advertisers have begun to experiment with new techniques.
- a) What are the traditional marketing techniques available for marketers other than TV commercials? Explain (08 Marks)
- b) Name two (02) new techniques that are being experimented by marketers using local examples. (12 Marks)
3. What is advertising brief? Explain the content with the example of a branded Tea. (20 Marks)
4. "Role of an advertising agency has expanded over the recent years"
- a) Name three (03) advertising agencies operating in Sri Lanka (06 Marks)
- b) What is the new role played by an advertising agency? Explain (14 Marks)
5. Explain the following concepts
- a) Creative Boutique  
b) Advertising and Promotion  
c) Research in Advertising  
d) Storyboard (20 Marks)