

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES -LEVEL 06
ASSIGNMENT TEST – 2011
ADVERTISING – MCU 4205
DURATION –TWO (02) HOURS



DATE: 26.06.2011

TIME: 10.00 am – 12.00 noon

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

1. "Winning the war against terrorism gives huge advantage for advertisers to penetrate the untouched markets" Do you agree with this statement? Explain.
2. Write a short article about Issues and Trends in Advertising in Sri Lanka in recent years.
3. Compare and contrast advertising with promotions using examples from the banking industry.
4. One of the enduring tales of 20th Century advertising was the client who said: "I know I am wasting half my advertising budget; I just don't know which half."
Explain this statement with suitable examples.
5. "Creativity can be considered as one important element in advertising"
Elaborate this statement.

- All rights reserved -