

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (SPECIAL)
DEGREE PROGRAMME – LEVEL 06
ASSIGNMENT TEST-2012
ADVERTISING-MCU 4205
DURATION –TWO (02) HOURS**



DATE: 18/11/2012

TIME: 10.00am – 12.00noon

**ANSWER THREE (03) QUESTIONS ONLY. ALL QUESTIONS CARRY
EQUAL MARKS**

1. What are the recent trends in Advertising in Sri Lanka? Explain.
2. Assume that you have been appointed as an Advertising Manager in a reputed education institute. Explain the role that you have to play and the challenges you have to face in achieving your targets.
3. “Role of an advertising agency has been expanded over the recent years”
 - a) Name Three (03) advertising agencies operating in Sri Lanka
 - b) Explain the key activities which should be performed by an advertising agency.
4. Explain following concepts
 - 1) Creative Boutique
 - 2) Advertising and promotion
 - 3) Research in Advertising
 - 4) Advertising brief