

**THE OPEN UNIVERSITY OF SRI LANKA**  
**BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME – LEVEL 06**  
**ASSIGNMENT TEST – 2013/2014**  
**ADVERTISING – MCU4205**  
**DURATION – TWO (02) HOURS**



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**DATE: 06.10.2013**

**TIME: 10.00 AM – 12.00 NOON**

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**INSTRUCTIONS**

- Candidates will be penalized for illegible hand writing
- Answer any three (03) Questions.
- All questions carry equal marks.

- (1) Explain the recent trends in Advertising specially related to Sri Lankan context.
- (2) Critically analyze the role of Advertising Agencies with suitable examples.
- (3) Elaborate how Sri Lankan Tourism can be promoted in different regions.
- (4) “Advertising is all about how you promote your product. Do you agree with this statement? Explain.