

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
FINAL EXAMINATION – 2013
LEVEL 06 – ADVERTISING MCU4205
DURATION: 03 HOURS



DATE: 21.07.2013

TIME: 9.30am - 12.30 pm

Answer Question Number One (01) and any Three (03) other questions

“I left my Heart in Sigiriya”

Sigiriya can be considered as the eighth Wonder of the World. It also is an icon of Sri Lankan tourism. Now Sri Lanka is enjoying the dividends of peace. The growth of the tourism sector can be witnessed. Tourist arrivals to Sri Lanka have increased by 27.2 percent to 60,219 in September 2011 compared to the tourist arrivals for the same period last year.

The 2011 arrivals have almost hit the 600, 000 mark so far and the revenue generated through the industry is around \$ 700 million. It is predicted that tourist arrivals will hit 850,000 mark this year. This is more important for economic growth. In this context the strategic window has been opened for tourism in Sri Lanka.

Strategic window is a “Temporary period of ‘alignment’ or ‘fit’ between the competitive capabilities of an organization and the key requirements of the existing or new markets it intends to compete in”. Technically it is a short time period which Sri Lanka should exploit the market. This article discusses how Sri Lankan tourism specially in Sigiriya can be promoted through the perspective of new technology, promotion methods etc.

Website

There is a need for a novel, innovative website concentrated on Sigiriya. It is desirable to have a catchy theme like 'I left my heart at Sigiriya' to attract more tourists to the destination.

In the website it is desirable to have buttons for different locations. Inclusion of different photographs highlighting the attractiveness of the location is absolutely vital. This will attract the attention of browsers as well. There should be a link enabling the visitors to share their thoughts and also the ideas about the location with their own photograph. Even as a sales promotion tool the best photo uploaded can be selected every week and the winner can be given some complements etc. Website should be kept simple and it should consist of beautiful photos, carefully selected melodies, and brief statements. Further 24/7 hot line also can be recommended. Links should be available enabling the visitor to have information about visa

procedures, to book hotels in the location etc. Even the web ads can be posted on selected popular websites. Furthermore, visitors can purchase products through the web just by clicking the icon. For the easy access of Search Engines like Google some key words can be used. As an example when the potential customer is putting 'Handicrafts', in search of Sri Lankan Handicraft products, the Kibissa (This is the place that market the handicraft of the people to tourists with many creative work) is a word that will come as second or third search if the relevant authority has subscribed to 'Kibissa'.

Source: Daily News 20/12/2011

1. As a consultant of Sri Lanka tourism you have been asked to prepare a promotion plan in order to promote Sigiriya.
 - a. What are the tools of advertising you will be using to promote Sigiriya in addition to what is mentioned in the above case? Explain. (20 marks)
 - b. Advertising is only a single component in the 'promotion-mix' of an organization". Discuss this statement highlighting promotion strategies that could be used in the above promotion plan. (20 marks)
- Total-40 Marks
2. "Executing an Advertisement is like a Symphony". Do you agree with this statement? Explain. (20 marks)
 3. What is 'advertising brief'? Explain the content of an 'advertising brief' with the example of a branded Soap. (20 Marks)
 4. "In Sri Lanka Advertising agencies are more concerned about awards not customers". Critically evaluate this statement by emphasizing the role of an advertising agency. (20 Marks)
 5. Briefly explain following concepts
 - a) Celebrity endorsement
 - b) Research in Advertising
 - c) Storyboard
 - d) The layout
 - e) Creative Boutique

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