

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (SPECIAL)
DEGREE PROGRAMME – LEVEL 06
ASSIGNMENT TEST-2015
ADVERTISING -MCU 4205
DURATION –TWO (02) HOURS**



DATE: 07th November, 2015

TIME: 10.00A.M. -12.00Noon

**ANSWER FOUR (04) QUESTIONS ONLY. ALL QUESTIONS CARRY
EQUAL MARKS**

1. “Executing an Advertisement is like a Symphony”. Do you agree with this statement? Explain by using some examples.
(25 marks)
2. “Marketing Research is important for advertisers due to many reasons”. Explain the importance of marketing research for advertisers.
(25 Marks)
3. “In Sri Lanka Advertising agencies are more concerned about awards not customers”. Clarify this statement by emphasizing the role of an advertising agency.
(25 Marks)
4. Using examples critically evaluate the role of social media as a promotion tool in current business context.
(25 Marks)
5. Explain the difference between advertising and promotion with examples.
(25 Marks)
6. Explain the following concepts
 - 1) Above the line and Below the line Advertising
 - 2) Celebrity Endorsement
 - 3) Creative Boutique
 - 4) Storyboard
 - 5) The Layout
(25 Marks)

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