

1084

043

**THE OPEN UNIVERSITY OF SRI LANKA  
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME  
LEVEL 06  
FINAL EXAMINATION 2016  
ADVERTISING-MCU4205**



---

**Date: 30.07.2016**

**Time: 9.30 a.m to 12.30 p.m**

---

**INSTRUCTIONS TO CANDIDATE**

- 1. Section A: Answer ONE (1) compulsory question.**
  - 2. Section B: Answer any TWO(2) out of THREE(3) questions in this section**
- 

**SECTION A**

**Students are required to answer question No.1 after reading the case below.**

**Research Shows Millennials Don't Respond To Ads**

The nature of media and advertisement is constantly changing. With every new generation, old rules have to be reconsidered or thrown out when ineffective. The same old advertising techniques will not always work on the new generation. In particular, the millennials are proving to be a challenging market. They are, as we call them "digital natives", the first generation to grow up literally attached to smart phones, tablets and laptops, with access to social media and the Internet, and the way they find, consume and act on all information – especially targeted advertising – is completely different from past generations. It is important to figure out just how millennials get information. We will review advertisement techniques that brands can utilize to better target the consumers of tomorrow and look at the latest e-marketing research.

**The Millennial Generation**

Ranging from the early '80s to the first few years of the 21st century, millennials will come to occupy a primary role in the United States over the next two decades. With incredible purchasing power and specific interests, this generation is much more likely to communicate their ideas and feelings over social media platforms. Brands are often behind the times in capitalizing on this age group. So why is advertising to the millennial generation such a challenge? Millennials have turned the traditional marketing strategy on its head, requiring an entirely new approach.

**What the Research Is Showing**

Traditional advertising doesn't work anymore. People haven't stopped buying things, but how and why they buy those things have changed. Millennials communicate with each other far more than any advertising campaign can. When trying to figure out whether something is worth buying, millennials will go to their friends and social networks to see what people think. They use this collective filter to sort out research and other word-of-mouth style information when making decisions. So in what way can we use these habits to create more successful ads?

The research also found that, as tech advanced as millennials are, there are some things that just don't change – gender differences. “Fewer inputs were necessary for male decision buying than for female decision buying. There's also a difference in terms of categories, so that the female millennials are more likely to focus on health and beauty aids, and the male millennials are far more likely to focus on electronics and technology.”

### What Brands Need to Start Doing

Changing your marketing strategy may not be easy, but it is necessary in order to better target millennials. It is crucial to build a community around your brand. To explain how businesses have done this, we can look to Facebook as an example. Touted as the best media platform for business and brand promotion, Facebook is designed to promote user participation and can be easily used to support and grow your brand. But millennials don't want to be talked at. They are used to having control over the information at their fingertips in their day to day lives, and their interactions with brands online is no different. They want to control their messaging. They also are easily incentivized. They expect to be rewarded for their loyalty, for their follows or likes. They want coupons. They want to be among the first to receive updates. They want to be included in a brand's communications efforts

Millennials are also extremely savvy. They know what's good and they know what's bad, and they want the good. If you give them the good? They will share the life out of it. And their community members will follow suit. Content really is king to the younger generation, and the more creative the better. They are app'aholics, downloading apps for quite literally everything. Brands who haven't tapped that market are missing out on huge opportunities to get millennial eyeballs on their products and services. And while it might seem that we're a fickle bunch, jumping on every “bright shiny object” as fast as they can make them, one thing millennials aren't fickle about are their smartphones. This generation is on top of what's next, and anticipate upgrades and changes to technology – often comparing the latest innovations with colleagues, family, and friends. Who gets what and when is a bit of a badge of honor with Millennials, and the clamor for the newest tech is very real.

Millennials want more. They want it now. They want it newer. And they want it faster than ever before. They consume and share content like crazy – but it has to be good – innovative, and cutting edge. They want easy and transportable. They want connectivity and share-ability.

Source - By Daniel Newman(Forbes- APR 28, 2015)

### Question No.1.

- (a) Explain why and how Millennials are deviating from traditional advertising. (20 Marks)
  - (b) Critically evaluate the role of “social Media” in the context of emerging new segmentations. (20 Marks)
  - (c) Explain the importance of “creativity” in advertising to induce a customer to purchase a product. (10 Marks)
- (Total -50 Marks)

## SECTION B

Answer any TWO (2) out of THREE(3) questions in this section

### Question No. 2

The shift to analytics-driven marketing and technology-enabled business growth has changed the nature of advertising agencies. The era of “Mad Men,” where advertisers primarily focused on TV, radio, and print advertising is gone. In its place are specialists who focus on social media, digital media, and traditional media. And, there are behemoths who attempt to pull all disciplines into a single house (Whitler, 2016 )

- a) Explain using examples the role of an advertising agency. (15 Marks)
- b) Explain the challenges faced by advertising agencies in the “digital era” (10 Marks)

(Total -25 Marks)

### Question No.3

One of the most frequently used Marketing communication process models is the AIDA model. Briefly explain with an example of a branded TV, how marketers use this model to take the consumer through an effective communication process in order to achieve its communication objectives. (Total -25 Marks)

### Question No.4

Briefly explain the following concepts

- a) Marketing Research in Advertising
- b) Creative boutique
- c) Celebrity endorsement
- d) Advertising brief
- e) Above the Line(ADL) and Below the Line (BTL) advertising

(Total -25 Marks)

-Copyrights reserved-