

THE OPEN UNIVERSITY OF SRI LANKA
 BACHELOR OF MANAGEMENT STUDIES (SPECIAL)
 DEGREE PROGRAMME – LEVEL 06
 ADVERTISING-MCU 4205
 ASSIGNMENT TEST- OCTOBER 2017



DURATION –TWO (02) HOURS

DATE: 29TH OCTOBER 2017

TIME: 10.00A.M. -12.00P.M

Answer Question One (01) and Two(02) other Questions

Question One

Influencer marketing is not a new trend, just as digital ads weren't anything groundbreaking (given their predecessor the print ads, billboards and other forms of offline banners). **Brands have been utilizing influencers and industry leaders in order to promote their products and services for quite some time - probably longer than the ads' existence.** One practical example is Cristiano Ronaldo's contract with a popular brand. In 2016 alone, he has generated \$500M in value for Nike.

"Ronaldo posted 1,703 times overall on social media in 2016. Those posts generated 2.25 billion social interactions (likes, comments, shares, retweets and views on videos), per Hookit. Nike was referenced or its logo visible in a photo or video in 347 of the posts, which had 477 million interactions. Hookit's methodology looks at promotion type and quality, as well as interactions and market-driven rates. The result: \$499.6 million for Nike in media value from Ronaldo's posts"

(Extract from the article of "Influencer Marketing is Growing Faster Than Digital Ads" by Quora –Forbes, 2nd May, 2017)

- Explain using examples what Digital Marketing is. (20 Marks)
- Critically evaluate the mini case highlighting the concept of "Influencer Marketing" (30 Marks)

(Total -50 Marks)

Question Two

Executing an Advertisement is like a Symphony". Do you agree with this statement?

Explain.

(25 marks)

Question Three

Explain the difference between below the line and above the line advertising methods with examples related to branded computer. (25 Marks)

Question Four

"Role of an advertising agency has been expanded over the recent years"

- Name Two (02) advertising agencies operating in Sri Lanka.(05Marks)
- Explain at least three key activities which should be performed by an advertising agency. (20 Marks)

(Total -25 Marks)