

THE OPEN UNIVERSITY OF SRI LANKA

BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME

LEVEL - 06

FINAL EXAMINATION - AUGUST 2017

ADVERTISING - MCU 4205

DURATION: THREE (03) HOURS



Date: 13.08.2017

Time: 9.30 a.m - 12.30 p.m

Answer Question One (01) and Three (03) other Questions

Question One

Answer the questions presented at the end of the case.

Digital Marketing Changes Quickly: Trends to Watch This Year

Digital marketing has taken the marketing industry by storm. While print marketing still holds power within the industry, it's the digital marketing trends that are proving to hold precedence. While Web Strategies reported that in 2016 the five digital channels that saw large gains were email marketing, social media, online display advertising, mobile marketing and search, you're likely wondering what this year will bring. After all, the internet and all of its trends are constantly changing and what was a marketing powerhouse last year could very well be old news this year. To help you strategize a marketing plan that will take your company to the next level, here's our list of the digital marketing trends anticipated for the rest of 2017.

Live Video Streaming

Without a doubt, live video streaming will take off fully this year. Facebook and Instagram have already integrated live video capabilities into their channels, and other platforms are expected to follow suit. From the presidential debates to the Oscars, local news stories and personal experiences have been shared online via a live stream. It's a trend that has the potential to draw in millions of people who are eager for a look at something that is happening right now.

People are drawn to the idea of seeing someone else's perspective first hand and now live videos cater to this desire. This can significantly improve the way you build brand awareness and customer loyalty as you form a personal relationship with your customers. You're offering them an exclusive look inside that not everyone will see. That is unless they're online at that exact time.

Virtual Reality

Continuing from the previous theme, virtual reality is expected to be just as popular as AR in 2017. However, there seems to be some confusion over AR and VR, and in order to capitalize on these trends, you need to understand them.

To put it simply, AR is where you use technology in the real world, such as Pokémon Go to distort or add to what they are actually experiencing. People are able to interact with a different world within their own. VR is putting your consumers into a different world, using technology to escape reality.

Viral Marketing

“Viral” is one term that has flooded the internet as of late. Everyone wants their content to go viral. Whether it’s a video, article, status, photo – companies are now focusing on producing quality and catchy content that has the potential to go viral instead of producing batches of smaller, generic content. It’s about quality, not quantity.

Google’s algorithm considers the social status of your content to determine the ranking in the search engine. So the more likes, shares and engagement you have on your material, the better your search engine ranking will be. It’s a new twist to SEO that is expected to hold precedence over other SEO tactics.

Digital marketing trends are constantly changing year by year. What’s popular at the beginning of 2017 may be old news come the end of the year. It’s important to always stay current with any changes within the industry to ensure an optimal marketing strategy throughout the year. However, these top digital marketing trends are looking like they will not be going anywhere anytime soon. They’re a big hit with consumers and can be an even bigger success for your company.

Source : Matthew Goulart, Frobes, MAY 11, 2017 @ 06:00 AM

- 1) Explain the difference between Traditional Marketing and Digital Marketing.
(16 Marks)
- 2) “Digital marketing trends are constantly changing year by year. What’s popular at the beginning of 2017 may be old news come the end of the year. It’s important to always stay current with any changes within the industry to ensure an optimal marketing strategy throughout the year” .Critically Evaluate this statement by relating to the given case study.

(24 Marks)

(Total : 40 Marks)

Question Two

“Advertising simplifies the task of the salesperson and helps consumers reach out to new products (Chowdhury, 2011)”.

Do you agree with this statement? Explain with examples. (Total : 20 Marks)

Question Three

Brad Jakeman, president of PepsiCo's global beverage group says that a glut of bad advertising created by agencies, marketers and brands are to blame for the growing use of ad blocking technology by consumers.

1) Explain the role of an Advertising Agency (10 Marks)

2) Clarify the concept of ‘Creativity’ in order to attract customers in Advertising (10 Marks)

(Total : 20 Marks)

Question Four

Explain the difference between Above The Line (ATL) and Below The Line (BTL) advertising methods using Branded Tea as an example.

(Total : 20 Marks)

Question Five

Explain the following concepts

- 1) Celebrity Endorsement
- 2) Research in Advertising
- 3) Creative Boutique
- 4) Advertising Brief
- 5) Subtle Advertising

(Total -20 Marks)

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