

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (SPECIAL)
DEGREE PROGRAMME-LEVEL 6
FINAL EXAMINATION-2008
ADVERTISING-MCU4205
DURATION -THREE (03) HOURS



Date : 26th July 2008

TIME:9.30 A.M. TO 12.30 P.M.

Answer Five (05) questions only. All questions carry equal marks.

1. Explain the role of advertising in modern markets.
2. Write a short article about advertising agencies operating in Sri Lanka.
3. Compare and contrast advertising with promotions using examples.
4. What is an advertising brief? Explain the content with the example of a branded soap.
5. Evaluate any three (3) contemporary advertising issues that would influence any business.
6. Explain following concepts
 - a) The layout
 - b) Creative Boutique
 - c) Message Design
 - d) Storyboard
 - e) Research in advertising