

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (SPECIAL)
DEGREE PROGRAMME – LEVEL 06
ASSIGNMENT TEST-2014
ADVERTISING-MCU 4205
DURATION –TWO (02) HOURS**



DATE: 15th November, 2014

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

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

1. “Celebrity endorsement can be considered as an important approach in marketing” .Explain the concept of “celebrity endorsement “with examples in Sri, Lankan context. (25 Marks)

2. “Role of an advertising agency has been expanded over the recent years”
 - a) Name Three (03) advertising agencies operating in Sri Lanka.(09 Marks)
 - b) Explain the key activities which should be performed by an advertising agency. (16 Marks) (25 Marks)

3. Using examples critically evaluate the role of “Digital Marketing” in current business context. (25 Marks)

4. Explain the difference between below the line and above the line advertising methods with examples. (25 Marks)

5. Explain following concepts
 - 1) Advertising and promotion
 - 2) Research in Advertising
 - 3) Creative Boutique
 - 4) Storyboard
 - 5) Role and profile of advertising manager

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