

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (SPECIAL)
DEGREE PROGRAMME-2014
FINAL EXAMINATION-2014
ADVERTISING- MCU4205
DURATION –TWO (03) HOURS



Date: 06.07.2014

TIME: 09.30 A.M TO 12.30 P.M.

Answer Question Number One (01) and any three other (03) questions

1. “Digital Marketing”

We always like to talk about new trends. We like to celebrate that with fashion. A few decades ago scholars and experts have discussed and applied the methods of promotion like TV, radio, print media. At the same time, practitioners argue about below the line and above the line advertising. Some start to explore the underline themes of subliminal advertising. Now it is an era of digital marketing. In traditional marketing we use tangibles like business cards, print ads in newspapers or magazines, posters, commercials on TV and radio and billboards plus brochures for promotions. But now it is all about websites, social media, YouTube videos and Google Ads. Welcome to the era of Digital Marketing! Now there is a problem. Can we ignore traditional marketing and just move to the new era of promotions ? Instead, you need to have a mix,

- Traditional +Digital
- Digital+ Traditional

All depends on the products you are going to market, your budget and more importantly, your creativity! If you are creative, then you can do wonders in the field of marketing and in the area of advertising.

As a consultant of a bank you have been asked to make a presentation on Digital marketing comparing it with traditional methods of Promotion. In drafting the presentation you are required to:

- a) Explain the factors you consider in deciding the budget allocation in traditional and digital promotions methods (20 Marks)
 - b) Explain the importance and role of the advertising agency in deciding the ‘Creativity’ of the campaign.(20 Marks)
- Total-40 Marks

2. "Executing an Advertisement is like a Symphony". Do you agree with this statement?
Explain. (20 Marks)
3. Explain the importance of marketing research in advertising by using the example of a branded soft drink (20 Marks)
4. "Celebrity endorsement can be considered as important in marketing"
Explain the concept of "celebrity endorsement" with examples from Sri Lankan context. (20 Marks)
5. Briefly explain following concepts.
 - a) Advertising brief
 - b) Storyboard
 - c) Advertising and promotion
 - d) Role and profile of advertising manager
 - e) Creative Boutique

(20 Marks)

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