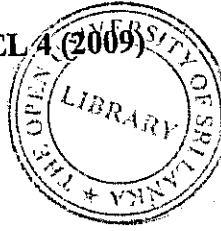


THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES - LEVEL 4 (2009)
 FINAL EXAMINATION
 SSU 2203: PUBLICITY AND PROMOTIONS



DURATION – 3 HOURS

Date: 11th October 2009

Time: 1.30 p.m. – 4.30 p.m.

Answer five (05) Questions Only. Each question carries 20 marks.

01. "Promotions could have positive and negative impacts". Substantiate this statement with examples.
02. Explain the importance of key factors connected with diffusion of innovations especially in the context of the national development process.
03. Integrated Marketing Communications is a broad concept that should be used with professional discernment. Discuss.
04. What specific factors should be taken into consideration in developing a publicity campaign? Explain.
05. "The role of public relations in the context of organizational image building needs to be conferred special status". Justify this statement.
06. It is in the best interest of professionalism in the field of public relations a professional manager in the field uses a variety of methods in a contextually relevant manner. Explain the methods that can be used.
07. Explain the significance of different types of market segmentation and their relevance.
08. Internal communication media in the context of public relations facilitate the creation of enlightened internal publics.
09. Write short notes on the following
 - a. Press agency,
 - b. Public affairs lobbying,
 - c. Issue management
 - d. Image building.