

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV
 FINAL EXAMINATION – 2010
 SSU 2203 – PUBLICITY AND PROMOTIONS



DURATION: THREE (03) HOURS

Date: 16th October 2010

Time: 1.30 p.m. – 4.30 p.m.

Answer five (05) questions only. Each question carries 20 marks.

1. "Positive image building is the central task of public relations". Critically assess the above statement.
2. "Promotion does not create needs in the minds of the people but capitalises on them". Discuss with illustrations.
3. Discuss the significance of Integrated Marketing Communications (IMC).
4. Many people believe that much of advertising is unethical. Critically discuss
5. Dengue has claimed a number of lives in your city. As a responsible citizen you cannot be apathetic to the issue any more.

Write a proposal for a campaign plan to eradicate this menace.

6. Presentation is a crucial factor when it comes to campaign planning. Discuss the elements of a successful presentation.
7. Internal communication should be used with insight for the betterment of organisational members. Discuss
8. Market segmentation is a crucial aspect of a successful promotional campaign. Discuss with special reference to types of market segmentation.
9. Write short notes on any **four (04)** of the following.
 - (i) Diffusion of innovations
 - (ii) Importance of research in the context of advertising and promotion
 - (iii) Market positioning
 - (iv) Sponsorship
 - (v) Media mix
 - (vi) Media reach Vs frequency