

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – (2014/2015)
FINAL EXAMINATION - LEVEL IV (SEMESTER II)
SSU2203 – PUBLICITY AND PROMOTIONS



00117

DURATION: THREE HOURS (03 HOURS)

Date: 07th March 2015

Time: 01.30 p.m. – 04.30 p.m.

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

01. “Personal channels of communications are often more effective than non-personal channels especially in promotional activities. Examine.
02. Find a relevant example of a new product recently introduced using a brand extension strategy. Discuss both advantages and disadvantages.
03. “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” Comment giving examples.
04. “Flexibility is required in a media plan due to changes that may take place in the marketing environment”. Explain.
05. Publicity, lobbying, issue management, are vital in the context of public relations. Explain why these concepts are important for a public relations practitioner.
06. Marketing research is useful in identifying consumer needs, developing new products and communication strategies and assuring the effectiveness of marketing programs and promotional activities. Discuss, giving concrete examples.
07. Write an explanation to a small business owner, why he or she needs to budget a larger amount to advertising and promotion.
08. Flexibility is required in a media plan due to changes that may take place in the marketing environment. Name and discuss the effects of these changes.
09. Write short notes on **TWO (02)** of the following:
 - (a) Media Planning
 - (b) Budgeting Approaches in advertising
 - (c) Group influence on consumer behaviour
 - (d) Psychographic segmentation