

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – (2015/2016)
FINAL EXAMINATION – LEVEL 4 SEMESTER 2
SSU2124 – ADVERTISING AND PROMOTIONS**



DURATION: THREE HOURS (03 HOURS)

Date: 27th March 2016

Time: 01.30 p.m. – 04.30 p.m.

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

1. The *Communication Process* is treated as an important model. Explain this model and discuss its importance in advertising and promotions.
2. What are the *Objectives of Promotion*? Why are they important to a Public Relations executive? Discuss with close reference to the relevant Module.
3. What is *Integrated Marketing Communications (IMC)*? Why would a thorough knowledge of IMC important to a Public Relations professional?
4. Comprehensive understanding of *Consumer Behaviour* would be of paramount importance to a Public Relations professional. Discuss with reference to the concepts in the relevant Module.
5. Explain how a *Group* would influence consumer behaviour. Use the concepts in the relevant Module as the basis for your discussion.
6. Explain with details the role of an *Advertising Agency* and the services offered by an agency. Use the concepts in the relevant Module as the basis for your discussion.
7. *Research* is an important element in advertising and promotions. Discuss how *Advertising Research* is carried out with close reference to the concepts in the relevant module.
8. A lot of marketers tend to look at money spent on advertising as an expense and not as an investment. Using the concepts in the relevant Module, discuss how *Budgeting* plays an important role in advertising.
9. Write short notes on the following concepts.
 - (a) Perception
 - (b) Integrated Marketing Communications
 - (c) Direct Response Agencies
 - (d) Market positioning