



THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA IN SOCIAL SCIENCES – (2017/2018)
FINAL EXAMINATION – LEVEL IV
DSU4324/SSU2124 – ADVERTISING AND PROMOTIONS

DURATION: THREE HOURS (03 HOURS)

Date: 17th June 2018

Time: 1.30 p.m. – 4.30 p.m.

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

1. “Promotional objectives vary from one organization to another and within the organization itself.” Discuss five promotional objectives with examples.
2. “Brand extension strategies should be used for new products in a contextually relevant manner”. Discuss with examples.
3. List out the elements of the marketing mix and explain how they impact on promotions.
4. “Opportunity analysis, competitive analysis and target market selection are significant in the context of developing marketing strategies”. Comment.
5. What are the five distinct steps in the process of segmentation? Explain with examples.
6. “Changing rules of marketing and the role of traditional advertising agencies are crucial factors in the context of integrated marketing communications”. Comment
7. What are the basic steps in marketing researches? Explain with examples.
8. What are the four objectives in developing an effective media plan? Discuss
9. Write short notes on any **Four (04)** of the following:
 - a) Benefit segmentation
 - b) Elements of the promotional mix
 - c) The concept of marginal analysis
 - d) Positioning by cultural symbols
 - e) Significance of sales promotions

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