

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – LEVEL I V
 FINAL EXAMINATION - 2018/2019
 DSU4324 – ADVERTISING AND PROMOTIONS



DURATION: THREE HOURS (03 HOURS)

Date: 04th August 2019

Time: 1.30 p.m. – 4.30 p.m.

Instructions:

- (a) Answer only **five (05)** questions
- (b) Write clearly

1. What is the role of communication in the context of promotions? Discuss with examples.
2. “Integrated Marketing Communication (IMC) is a macro approach that helps to develop a total marketing communication strategy”. Discuss.
3. What are the elements that should be considered in developing a marketing programme.? Explain.
4. Critically discuss how perception is significant in formulating communication strategies?
5. Companies use different approaches to position their products at the market place. Discuss at least four (04) positioning approaches with examples.
6. Discuss the significance of creative services in the context of promotional processes.
7. What are the basic methods used in conducting formal quantitative research? Explain at least two (02) methods.
8. What are the problems that can be identified in media planning? Discuss with examples.
9. Write short notes on any **four (04)** of the following:
 - (a) Positive effects in promotions
 - (b) Opportunity Analysis
 - (c) Benefit Segmentation.
 - (d) Secondary data in market research
 - (e) Types of groups

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