THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BACHELOR OF MANAGEMENT STUDIES (HONOURS)
DEGREE PROGRAMME – LEVEL 06
ASSIGNMENT TEST -2023
ADVERTISING-MSU 6405/MMU6405/MCU 4205
DURATION –TWO (02) HOURS

DATE: 20.08.2023 TIME: 1.30 P.M-3.30PM

ANSWER FOUR(04) QUESTIONS ONLY. EACH QUESTION CARRIES EQUAL MARKS.

QUESTION ONE

"Advertisers are enthusiastically integrating social media into their advertising programs to drive digital engagement". Do you agree with this statement? Explain. (25 Marks)

QUESTION TWO

Critically evaluate the role of an Advertising Agency with an example of a service related product (25 Marks)

QUESTION THREE

"Market research can help advertisers gather strategic insights for an advertising campaign". Explain this statement by using examples in the Sri Lankan context

(25 Marks)

QUESTION FOUR

Explain using examples, the difference between Above-the- line (ATL) and Below-the-line (BTL) Advertising. (25 Marks)

QUESTION FIVE

Explain the following concepts

1) Celebrity Endorsement
2) Creative Boutique
3) The Layout
4) Storyboard
5) Advertising Brief (Total : 25 Marks)

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