THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

BMSHONS IN MARKETING MANAGEMENT

MMU3302 CREATIVE MARKETING
FINAL EXAMINATION – 2023 / 2024
DURATION – THREE (03) HOURS

DATE: 15th DECEMBER 2024 ***TIME: 09.30 am – 12.30 pm***

INSTRUCTIONS:

- **PART 1 consists of a Compulsory question (40 marks).**
- **PART 2 consists of four questions. Answer only three (3) questions. Each question carries 20 marks (60 marks in total).**
- **Ensure your answers are clear and creative.**
- **Marks have been mentioned at the end of each question.**
- **Start each answer on a new page.**

PART 1: Compulsory Question (20 Marks)

Question 01.

You have been hired to create an advertisement for a new artisanal handmade soap brand in Sri Lanka, ***GlowNature***. The soaps are made from 100% natural ingredients, feature unique floral scents, and come in biodegradable packaging. The target audience values sustainability, culture, and natural beauty products.

i. Design a simple advertisement for *GlowNature*. Your ad should include:

- A tagline.
- Visual elements (describe the colors, imagery, and layout).
- Storyline.

(25 marks)

ii. Justify your design choices by explaining how they align with the brand's identity and appeal to the target audience.

(15 marks)

(Total 40 Marks)

Scanned with CamScanner

PART 2: Answer Any Three (3) Questions (20 Marks Each)

Question 02

Colors play a vital role in creating an emotional connection with customers. Choose a product and describe how you would use colors to create an aesthetically pleasing marketing campaign.

(20 Marks)

Question 03

Social media relies heavily on aesthetics and creativity to capture attention. Design a simple Instagram post concept with a suitable caption for a new coffee shop, focusing on visual elements like imagery, colors, and layout.

(20 Marks)

Question 04

Images often speak louder than words in creative marketing. Discuss how high-quality visuals and imagery can enhance the aesthetic appeal of advertisements and attract customers. Provide examples to illustrate your answer.

(20 Marks)

Question 05

Discuss how aesthetic elements, such as table settings, lighting, and décor, influence customer experiences in restaurants. Provide examples of how these elements can create a memorable dining experience.

(20 Marks)

-All rights reserved-

Scanned with CamScanner