THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU3302 – CREATIVE MARKETING
CONTINUOUS ASSESSMENT TEST – 2024 / 2025
DURATION – TWO (02) HOURS

DATE: 02nd SEPTEMBER 2025 *TIME: 01.30 P.M. – 03.30 P.M.*

INSTRUCTIONS:

- Answer any **TWO (02)** questions only.
- Each question carries 50 marks.
- Marks have been mentioned at the end of each question.
- Start each answer on a new page.

1. **Think of a specific moment in your life** when music changed your mood or influenced a decision you made. It could be a song that motivated you during a tough time, comforted you when you were stressed, or helped you focus on something important. Write your answer in a personal and reflective way. In your answer, discuss the following:

   a) What was the situation or moment you thought? (10 Marks)

   b) What song or type of music were you listening at that moment? (05 Marks)

   c) How did it make you feel, and how did your mood change? (15 Marks)

   d) Why do you think music had such a strong effect on you in that moment? (20 Marks)

   (Total 50 marks)

2. You're watching a TV commercial where the actors don't just talk about the product, they become characters in a story. They make you laugh, surprise you and pull you into a mini story. By the end, you're not just aware of the product you actually remember it and feel good about it

   Drawing from your understanding of marketing, explain **why acting and storytelling can make advertising messages more powerful and memorable.** In your answer, discuss the following using real or hypothetical examples from Sri Lanka that support your explanation:

   a) How emotions (such as humor, surprise, or empathy) affect customer attention and recall. (15 Marks)

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b) Why storytelling is more effective than simply listing product features. (15 Marks)

c) How character-driven commercials build a stronger connection between the brand and the customer. (20 Marks)

(Total 50 marks)

3. A soft drink company has created an advertisement where a group of young dancers perform a fun and energetic routine. The music, rhythm, and creativity make the advertisement exciting, and the drink is shown as part of the celebration.

In your opinion, why can using dance and creativity in advertisements make them more attractive and memorable for customers? In your answer, explain:

a) How dance catch people's attention. (15 Marks)

b) How linking the product with fun and positive feelings helps marketing. (15 Marks)

c) How creative ads connect better with young people. (20 Marks)

(Total 50 marks)

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