THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MSU6405/MMU6405/MCU 4205-ADVERTISING
CONTINUOUS ASSESSMENT TEST – 2024/2025
DURATION – TWO (02) HOURS

DATE: 26nd August 2025 *Total Marks:100* *TIME: 1.30 P.M. – 3.30 P.M*

- Answer 4 questions.
- All questions carry equal marks.
- Start answering each question on a new page.
- Each question should be started on a new page.

Q01: Explain the difference between Above-the-Line (ATL) and Below-the-Line (BTL) advertising, using an example from the banking sector. **(25 Marks)**

Q02: Critically evaluate the importance of marketing research in advertising, using an example from the branded tea industry. **(25 Marks)**

Q03: "An advertising brief can be considered as a roadmap for the advertising effort." Do you agree with this statement? Explain. **(25 Marks)**

Q04: Discuss the role of social media marketing in contemporary Sri Lankan business, illustrating your answer with a relevant example. **(25 Marks)**

Q05 : Explain the difference between promotion and advertising, using an example of a branded TV. **(25 Marks)**

(Total 100 Marks)

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