THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU3302 CREATIVE MARKETING
FINAL EXAMINATION – 2024/2025
DURATION – THREE (03) HOURS

DATE: 10th JANUARY 2026 *TIME: 09.30 am – 12.30 pm*

INSTRUCTIONS:

- **PART 1 consists of a Compulsory question carrying 40 marks.**
- **PART 2 consists of 4 questions. Each question carries 20 marks. You are required to answer Any Three (3) questions (60 marks in total).**
- **Marks have been mentioned at the end of each question.**
- **Start each answer on a new page.**

PART 1: Compulsory (40 Marks)

Question 01

A premium cultural event company in Sri Lanka is preparing to launch a new national festival titled "Rhythm of Tomorrow" a creative platform that blends youth talent, contemporary performance art, and Sri Lankan aesthetic traditions. To promote the festival, the company wants to develop a flagship advertisement and an integrated marketing campaign that powerfully expresses creativity through drama, dance, and music.

The advertisement is expected to be a 60-second audio-visual piece featuring a dramatic storyline of young performers discovering their artistic identity. The campaign must evoke emotion, highlight movement and rhythm, and position the festival as an innovative cultural brand. As the appointed creative marketing strategist, you are required to design the conceptual framework for both the advertisement and the wider campaign.

i. Propose the core creative idea for the 60-second advertisement, describing the storyline, emotional progression, and visual language.

(10 marks)

ii. Explain how you will use drama elements (character roles, expressive movement, symbolic gestures) to enhance the persuasiveness of the advertisement.

(15 marks)

iii. Discuss how music, its rhythm, tempo, melody, and tonal choices will be used across the advertisement and wider campaign to build brand identity and audience recall.

(15 marks)

(Total 40 Marks)

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

Question 02

"A skincare brand aimed at young adults wants to refresh the visual identity of its social media presence. Create a concept for a Facebook poster campaign that captures freshness, authenticity, and emotional connection."

i. Develop the creative concept and describe the visual composition of one Facebook poster.

(10 marks)

ii. Write an original Facebook caption and supporting content that aligns with the brand personality and your proposed concept.

(10 marks)

(Total 20 Marks)

Question 03

"Marketers today are expected to understand visual language and communicate meaning through images."

i. Explain why a working knowledge of photography is essential for modern marketers, especially when collaborating with digital media teams.

(10 marks)

ii. Describe two situations in which poor photographic decisions can weaken a marketing message and explain how they could be corrected.

(10 marks)

(Total 20 Marks)

Question 04

"In many marketing-related roles, professionals attend client meetings, media events, and formal gatherings where etiquette influences impressions."

i. Discuss why table etiquette is an important professional competency for marketers who engage with clients and business partners.

(10 marks)

ii. Describe a realistic scenario where improper etiquette may harm professional credibility, and explain how the situation should be handled correctly.

(10 marks)

(Total 20 Marks)

Question 05

"Marketing professionals frequently represent their organizations in public spaces, requiring confidence and polished presentation."

i. Explain how professional presence and grooming contribute to credibility and brand representation in the field of marketing in Sri Lanka.

(10 marks)

ii. Using an example from a workplace or public interaction, illustrate how non-verbal cues (posture, facial expression, gesture) can influence the outcome of a communication exchange.

(10 marks)

(Total 20 Marks)

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