

**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE PROGRAMME IN SOCIAL SCIENCES -2023/2024  
FINAL EXAMINATION – LEVEL 4 (2<sup>nd</sup> SEMESTER)  
DSU 4324 – ADVERTISING AND PROMOTIONS**



**DURATION: THREE HOURS (03 HOURS) ONLY**

**Date: 24<sup>th</sup> August 2024**

**Time: 1.30 p.m.- 4.30 p.m.**

**Instructions:**

**Answer any five (05) questions only. Each answer carries 20 marks.**

1. “Brand extension strategies should be used for new products in a contextually relevant manner” discuss with examples.
2. What is meant by Integrated Marketing Communications (IMC) and discuss its importance in modern organizations with suitable examples.
3. “Opportunity Analysis and Competitive Analysis are significant in the process of developing marketing strategies” Discuss.
4. Organizations use different approaches to position their products at the marketplace. Discuss five (05) positioning approaches with examples.
5. Explain the role of advertising agencies that are playing a significant role in the modern market process.
6. Discuss the importance of “market research” to advertisers with suitable examples.
7. Discuss the importance of “elements of marketing mix” for the marketer with appropriate examples.
8. What are the main problems that can be identified in media planning? Discuss with suitable examples.
9. Write short notes on four (04) of the following:
  - a) Benefit segmentation.
  - b) Secondary data in market research
  - c) Budgeting approaches
  - d) Objectives of promotion
  - e) Problem recognition in consumer behaviour

