

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06 – ASSIGNMENT TEST 2008
ADVERTISING -MCU 4205
DURATION: TWO (02) HOURS



DATE: 15 / 11 / 2008

TIME: 10.00 A.M TO 12.00 P.M

ANSWER ANY THREE (03) QUESTIONS.
ALL QUESTIONS CARRY EQUAL MARKS.

1. Identify 10 categories of advertising with examples.
2. "Advertising has Key six players" .Explain this statement.
3. Elaborate the role of Advertising agency with examples in Sri Lankan context.
4. Write an essay on research and its importance of advertising.
5. Recently postpaid package "Upahara" from Mobitel changed the telecommunication market as a most successful post paid package in Sri Lanka. In the meantime Blaster from Dialog has become a good opponent for Upahara. As a marketing consultant of Dialog advise the importance of advertising to your Chief Operating Officer (COO) to face the competition.

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