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THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME-LEVEL 06
ADVERTISING –MCU 4205
FINAL EXAMINATION - 2012
DURATION –THREE (03) HOURS

DATE: 11.03.2012

TIME: 09.30A.M – 12.30 P.M

ANSWER QUESTION NUMEBR ONE (01) AND THREE (03) OTHER QUESTIONS.

1. New Trends in Advertising – TV Commercials for Dogs?

The pet-food manufacturer Bakers have created a one-minute television commercial, a parody of The Italian Job, showing a number of dogs making a daring plan to steal a van full of Bakers food, almost losing the van over a cliff. In addition to the audible commercial soundtrack there is another layer of audio beyond the hearing threshold of human viewers. Dogs have the ability to hear audio frequencies up to 60,000 Hertz (60Khz) and their soundtrack is in this upper-range of frequencies, it apparently features a number of whistles and barks. The commercial was tested on twelve dogs, all of whom exhibited signs of recognition to the noises of above 17,000 Hertz. Bakers hope the advert will cause dogs across the country perk up, making owners think they are interested in the product. Bakers brand manager Mark Zaki said, "We are always looking for new ways to deliver an engaging experience for our consumers. With these special sounds we hope this delivers enjoyment for both dogs and their owners."

Extracted from- www.jms-group.com (by Tom Mountford)

- 1) How you evaluate the success of this "one-minute television commercial" in Sri Lankan context? Explain

(20 Marks)

- 2) What are the recent trends in Advertising in Sri Lanka? Explain.

(20 Marks)

(Total-40 Marks)

2. Explain the concept of "story board" with an example of your preference.

(20 Marks)

3. What is advertising brief? Explain the content with the example of a branded Milk powder.

(20 marks)

4. "Executing an Advertisement is like a Symphony". Do you agree with this statement? Explain.

(20 Marks)

5. Explain the role of an advertising agency with examples in Sri Lankan context.

(20 Marks)

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