



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

Bachelor of Business Administration (Level II - Semester VI) Examination – November 2018

MKT 2303 – Marketing Communications

Three (03) Hours

Answer Five (05) Questions Only

1. 'Marketing communications are a management process through which an organisation engages with its various audiences'.

i. Explain different marketing communication objectives.

(12 Marks)

ii. Explain the rationale behind the integration of marketing communications.

(08 Marks)

(Total 20 Marks)

2. 'Corporate image is an asset which can be developed in to a favorable representation of a business organisation'.

i. Elaborate on consumer and company perspectives on corporate image.

(10 Marks)

ii. Identify and explain different tangible and intangible aspects of corporate images with suitable examples.

(10 Marks)

(Total 20 Marks)

3. Select five consumer promotions methods and analyse how those are used by marketers with reference to specific examples.

(Total 20 Marks)

4. Evaluate the effectiveness of four traditional marketing communications channels of your choice with reference to appropriate examples.

(Total 20 Marks)

5. 'Advertising is a form of communication paid for individuals or companies, with the aim of influencing people to think or act in a particular way or providing information'.

i. Explain the role of advertising in business organisations.

(05 Marks)

ii. Analyse how different types of appeals are being used by marketers with reference to specific examples?

(15 Marks)

(Total 20 Marks)

6. Write short notes for the following.

i. Database marketing

ii. Trade promotions

iii. The creative brief

iv. Slice-of-life commercials

v. Green marketing

(04 Marks * 05 = Total 20 Marks)
