

**University of Colombo**  
**Faculty of Arts**

Second Year General Degree Examination in Arts

Second Semester – 2017

**CMS 2218-Advertising and Public Relations**

**Answer only (03) Three Questions**

**Time: 02 Hours**

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1. Marketing mixture consists of all the components which can influence the demand for the production. Explain with apt examples.
2. The concept of Product Life Cycle can be utilized as a frame work to describe the production and propaganda process .Endorse with relevant examples.
3. Provide a description on the importance of the model of BCG (BCG Growth Share Matrix) or the model of AIDA in advertising.
4. Provide a critical analysis on the social and cultural impact of contemporary television advertising.
5. “Public Relations is an Information Hub in any institute” Give facts for or against this statement.
6. Sketch an annual Public Relations programme for the internal professionals in an institute.