



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

Bachelor of Business Administration (Level II - Semester VII) Examination – July, 2018

MKT 2206 - Advertising Management

Two (02) Hours

Answer Five (05) Questions Only

1. 'Advertising objectives act as means of communication and coordinating among different stakeholders involved in the advertising management process'.

i. Explain the important intervening variables in relation to advertising objectives with specific examples.

(13 Marks)

ii. Briefly describe the components of the DAGMAR approach that may be used in defining advertising objectives.

(07 Marks)

(Total 20 Marks)

2. 'The message strategy is an important element in the advertising planning process'.

i. Elaborate on different feelings (emotional appeals) attached to advertisements. Use relevant examples where necessary.

(10 Marks)

ii. Briefly explain the three main steps in implementing a brand personality strategy.

(10 Marks)

(Total 20 Marks)

3. Evaluate the effectiveness of five (05) different executional frameworks, in designing advertisements for different products and services. Justify your answer using specific examples for each type of executional framework.

(Total 20 Marks)

4. Select a local or international advertising campaign of your choice and comment on its success or failure with reference to the media and message strategies adopted in the advertising campaign.

(Total 20 Marks)

5. Advertising can be classified in to different types based on multiple bases.

- i. Compare and contrast between Commercial versus Non-commercial advertising.

(10 Marks)

- ii. Explain how the marketers use Above The Line (ATL) and Below The Line (BTL) advertising techniques to reach their target markets. Give examples to strengthen your answer.

(10 Marks)

(Total 20 Marks)

6. Write short notes for the following topics.

- i. Advertising agencies
- ii. Research suppliers
- iii. Celebrity spokespersons
- iv. Media planner
- v. Recruitment advertising

(04 Marks * 05 = Total 20 Marks)
