



## UNIVERSITY OF COLOMBO, SRI LANKA

### Faculty of Management and Finance

Bachelor of Business Administration (Semester V) Examination – 2022

### MKT 3316 – Marketing Communications

Three (03) Hours

The Question Paper Consists of Six (06) Questions Provided on Two (02) Pages

This is an Open Book Examination. Answer Any Five (05) Questions.

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*\*Note: Students will not get marks for examples discussed in class.*

1. i. Briefly explain the concept of 'Influencer Marketing' with an example from the Sri Lankan context.

(05 Marks)

- ii. Explain three 'Communications based' drivers of integrated marketing communications with examples.

(15 Marks)

**(Total 20 Marks)**

2. Assume you are the marketing manager of a leading bank in Sri Lanka. Propose a marketing communications plan for a Children's Savings product that will be launched soon. The plan should include details on:

- the advertising appeal, executional framework/s and celebrity spokespersons to be used in the campaign
- different media vehicles to be used (including a schedule for the first month)
- the continuity of the advertising campaign

**(20 Marks)**

3. Assume you are the marketing manager of a leading telecommunications company in Sri Lanka. You have been assigned the task of increasing the broadband customer base. Prepare a report to the Senior Management on the use of personal selling for this task highlighting the role of personal selling, opportunities and challenges.

**(20 Marks)**

4. i. 'A marketing manager must pay attention to several important aspects when planning a 'Premium' programme under sales promotions. Explain this statement with examples.

(10 Marks)

- ii. Explain, as a marketer, how you would use any two (02) consumer promotion methods for a clothing retail company.

(10 Marks)

**(Total 20 Marks)**

5. Explain the prerequisites for an effective public relations effort with appropriate examples, based on the article 'Rebuilding Corporate Reputations' by Bonini, S., Court, D., & Marchi, A. (2009) published in the McKinsey Quarterly.

**(20 Marks)**

6. i. Examine the impact of unethical marketing communications practices on the general public with reference to two (02) vulnerable groups.

(08 Marks)

- ii. Propose three (03) guidelines for ethical marketing communications practices for Sri Lankan marketers.

(12 Marks)

**(Total 20 Marks)**

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