

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II, Semester VII) Examination August 2017

MKT 2206- Advertising Management

Two (02) Hours

Answer **Four (04)** Questions Only

1. Advertising can be defined as “any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor”

i. a. What are the salient features of advertising?

(06 Marks)

b. Explain advertising as a means of communication process.

(09 Marks)

ii. “Even though Advertising is a separate element of a firms marketing program it plays a vital role in achieving its marketing objectives” Analyze the role of advertising with in firms marketing program.

(10 Marks)

(Total 25 Marks)

2. i. Define the term “situation analysis” and explain different analyses marketers should undertake when doing situation analysis with an example.

(15 Marks)

ii. Explain six major consumer focused advertising objectives and elaborate how firms identify operational objectives?

(10 Marks)

(Total 25 Marks)

3. "Advertising industry consists of different facilitating and controlling institutions"

i. Identify different facilitating and controlling institutions operate in advertising industry.

(15 Marks)

ii. Describe five (05) main reasons to support the view that advertising function of an organization should not be outsourced to outside advertising agencies, but should be handled internally.

(10 Marks)

(Total 25 Marks)

4. i. Analyze the changes affecting the advertising industry in Sri Lanka with appropriate examples.

(15 Marks)

ii. Discuss the roles of advertising within society and business.

(10 Marks)

(Total 25 Marks)

5. Globalization demands that international advertisers consider whether their messages should be standardized across all markets or localized and adapted according to local markets.

i. What do you understand by standardization and adaptation in advertising?

(10 Marks)

ii. Consider an advertising firm in Sri Lanka and explain how they have reaped the benefits of standardization and adaptation and have balanced the debate between standardization versus adaptation in their advertisements.

(15 Marks)

(Total 25 Marks)

6. Green advertising communicates a firm's environmentally friendly practices to various audiences. Green advertising should be regarded as an indispensable part of the firm's overall environmental marketing strategy that can help it gain sustainable competitive advantage and achieve superior performance.

i. What do you understand by 'green advertising and green marketing?'

(10 Marks)

ii. Evaluate the green advertising practices of international firms and local firms.

(15 Marks)

(Total 25 Marks)

7. Advertising on social networks is one of the modern forms of internet advertising and it has gained attention from the popular press.

i. "Growth of advertising and popularity of online social networks create great opportunities for the targeted advertising and niche marketing" Explain this statement through the assignment worked in this regard.

(15 Marks)

ii. The brand recognition in online social networks was found to be much lower than the one created through other media channels. Discuss with appropriate examples.

(10 Marks)

(Total 25 Marks)
