



**UNIVERSITY OF COLOMBO, SRI LANKA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration (Level II – Semester VII) Examination – 2016**

**MKT 2206 – Advertising Management**

**Two (02) Hours**

Answer any **Four (04)** Questions

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01. i. Identify and briefly describe any five (05) key features of advertising compared to other elements of the marketing communications mix.  
(10 Marks)
- ii. Define advertising management and describe five (05) main responsibilities of advertising/communication managers working for modern business organizations.  
(15 Marks)  
**(Total 25 Marks)**
02. i. Describe the key players in the field of advertising management; what roles each of them are expected to perform? What type of relationships they are expected to maintain among them?  
(15 Marks)
- ii. Describe three (03) main trends that you observe in the contemporary advertising practices of Sri Lanka.  
(10 Marks)  
**(Total 25 Marks)**

03. i. Explain the activities required in the advertising planning stage in order to launch highly effective campaigns highlighting the importance of advertising planning.

(15 Marks)

ii. "Advertising campaigns become more effective when they are designed and implemented aiming at properly established *communications gap(s)* related to the brand/product".

Do you agree with the above statement? Justify your answer with examples.

(10 Marks)

**(Total 25 Marks)**

04. i. Referring to the key message of a recent television commercial of your choice, describe the reasons as to why you consider the message of the commercial is more appropriate and effective. Describe five (05) main reasons using your advertising management knowledge.

(15 Marks)

ii. Briefly describe any four (04) message executional techniques being heavily used in contemporary advertising.

(10 Marks)

**(Total 25 Marks)**

05. i. Should advertising be regulated? If so, who should regulate advertising? Give your opinion on the above two issues referring to the main arguments of the research article titled "Achieving acceptable advertising: An analysis of advertising regulation in five countries".

(13 Marks)

ii. Describe media planning, scheduling and buying, and identify four (04) main challenges faced by advertisers and media planners/buyers in relation to media planning and scheduling in the present market conditions.

(12 Marks)

**(Total 25 Marks)**