

University of Colombo Sri Lanka
Faculty of Arts
Second Year Examination in Arts
Semester II - 2017/2018

CMS 2218- Advertising and public Relation

Answer Three (3) questions only

Time 02 hours

1. Discuss with examples the significance of public services advertising to accomplish the objectives of a Developing Country.
2. Advertising planers pay their primary attention to the life cycle of product when they prepare an advertising plan.
3. Discuss with examples the role of the public relations officer in a marketing institution.
4. "It is a challenge to maintain an advertising agency in contemporary competitive open Economy environment." Discuss.
5. Examine with reference to physiological behaviors of the consumers, why advertising planers pay their attention to behavioral sciences.
6. write short essays on any **two (2)** of the following topics
 - I. Marketing surveys
 - II. Other Media Advertising
 - III. Four stages of Buying
 - IV. Radio Advertising
 - V. Image building Advertising