Total marks for this paper is 100 marks.

There are two parts in this question paper. All questions in Part One are compulsory.

It includes a mini case.

Part Two includes 6 Essay Type Questions. Answer 03 questions from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer booklet and on each and every additional paper attached to it. Your name must not appear anywhere in the answer booklet or answer scripts.

2. Always start answering a question on a new page.

3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.

4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate

5. Illegible handwriting and language errors will be penalised.
PART ONE
Answer all questions

Question 01: Case Study

XYZ Lanka Super Market which has become a trendsetter in providing essential food items at low prices to consumers, aims at becoming a profitable state institution. With proactive marketing strategies and promotional activities, it will have a competitive edge over other retail giants in the country. The modernized XYZ Lanka Super Market outlets have been well accepted by consumers as a convenient place to shop for all their monthly needs.

XYZ Lanka Super Market was launched in 1949 after the country gained Independence. It was then known as Super Market which aimed at supplying essential goods to local consumers at a reasonable price. Due to several reasons, Super Market went bankrupt after a few years. The new revamped Super Market was launched in 2005 as a retail chain catering to the public as a supply oriented retailer. Before becoming bankrupt, Super Market was engaged in wholesale and carried out import and distribution of goods throughout the country.

In 2005, XYZ Lanka Super Market was formed to operate as a retail establishment to provide essential items at the lowest price in the marketplace. One of the prime objectives of XYZ Lanka Super Market was to reduce the cost of living. The government’s strategy was to use XYZ Lanka Super Market as a means to control the cost of living.

During the past seven decades, XYZ Lanka Super Market underwent dramatic changes. It started as Super Market and was renamed as XYZ Lanka Super Market and there is also the Cooperative Wholesale Establishment (CWE) as a separate entity engaging in the distribution and supply of goods. With the government coming into power in 2015, its main focus was to make XYZ Lanka Super Market a profitable organisation.

In an open economy, market forces decide the price and it is not controlled. Price control is not good for Sri Lanka. The government wants XYZ Lanka Super Market to have the lowest price as a mechanism to reduce the cost of living, as the main objective of XYZ Lanka Super Market is not profit, but to work as a service oriented organisation.

Since Super Market is a state owned organization, they have a different set of challenges posed by the political environment as well as non-political factors. They are faced with stiff competition from the retail giants and Super Market for now they have been able to face them satisfactorily.

In 2018, winning the Neilson People’s Award was a huge encouragement for XYZ Lanka Super Market. They competed with the retail giants in the country and won this award as the people’s choice of brand. This demonstrates that a state institution can be competitive and efficient in terms of providing public service.

Other elements such as changes made at management level by recruiting qualified and experienced personnel from the private sector, training outlet staff and improving customer service have benefited the institution. The main strength of XYZ Lanka Super Market is the...
customer. XYZ Lanka Super Market was not a customer friendly organisation in the past. But it has transformed to be a better customer serving entity and has mainly focused on training staff.

Further, XYZ Lanka Super Market is the market leader in essential items. As XYZ Lanka Super Market has the lowest price and quality products they have the competitive edge over other retail giants. They also conducted promotional activities such as ‘Salli Wessa’ and ‘Car Dinana Bak Maha Ulela’.

Whenever the country faces natural disasters, the government uses XYZ Lanka Super Market to assist the victims. They act as a relief provider for the affected and therefore, there is a need to maintain XYZ Lanka Super Market to contribute to the nation’s forward march.

a) Why do you think XYZ Lanka Super Market should have a proper marketing communication plan?  
   (08 Marks)

b) Develop a brief marketing communication plan for XYZ Lanka Super Market.  
   (16 Marks)

c) Explain briefly the importance of integrated marketing communications programs (or value of IMC) for organizations like XYZ Lanka Super Market, with the support of reasons for integrating advertising and marketing programs.  
   (08 Marks)

d) What are the types of noises that can be identified in the communication process with regards to current super market channels?  
   (08 Marks)  
   (Total 40 Marks)
PART TWO

This part includes SIX (06) Essay Type Questions
Answer THREE (03) questions

Question 02

a) Briefly explain the steps in selecting an advertising agency.

(10 Marks)

b) Employees of an advertising agency play different roles. The bigger the agency, the more these positions are fragmented. The smaller the agency, there is more multi-tasking.
Describe briefly the main roles that are played and their importance within advertising agencies.

(10 Marks)

(Total 20 Marks)

Question 03

a) Advertising research is conducted to measure the advertising impact or the result of the effort using a detailed study on advertising objectives, product appeals, copy testing, and media effectiveness. What are the two (02) approaches that exist in advertising research? Briefly explain the difference.

(10 Marks)

b) A creative brief plays a major role in any advertising or marketing campaign. Develop a small creative brief for a Sri Lankan company/organisation of your choice.

(10 Marks)

(Total 20 Marks)

Question 04

a) The Hierarchy of Effects Model guides advertisers to create an advertisement in such a way that the customer goes through different stages. Briefly explain the Hierarchy of Effects Model relating to a practical example.

(10 Marks)

b) Uber is a well-known taxi service now in Sri Lanka. Briefly explain the most suited advertising appeal Uber can use in their promotional campaigns.

(10 Marks)

(Total 20 Marks)

Question 05

a) What is the category of message strategy you would recommend for a well-known insurance company in Sri Lanka? Your answer is to be backed with justifications and argue why you are not selecting other message strategies.

(10 Marks)
b) Briefly explain the main types of executional frameworks that facilitate delivery of quality advertising messages.

(10 Marks)
(Total 20 Marks)

Question 06

ABC Mobile Company is a leading mobile service provider in Sri Lanka which offers mobile telephony / broadband services, roaming / IDD services and a host of other services.

Explain the types of consumer promotions and trade promotions that ABC Mobile Company should use to keep their competitive position in the market. (You should explain the various forms of consumer and trade promotional tools)

(Total 20 Marks)

Question 07

a) There are different tests and several techniques to evaluate advertising effectiveness. Briefly explain the current and future message evaluation techniques.

(10 Marks)

b) Mobile marketing is a part of a digital marketing strategy aimed at reaching a respective target audience on their mobile devices. Briefly explain the main types of mobile marketing.

(10 Marks)
(Total 20 Marks)

(Total 60 Marks)
(Total 100 Marks)

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