

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

ADVERTISING AND SALES PROMOTION (439)

CHECKLIST

SEMESTER: SPRING, 2014

This packet contains the following material:

1. Text Book (one)
2. Course Outlines
3. Assignment No. 1 & 2
4. Assignment Forms (two sets)

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given bellow:

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ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Advertising and Sales Promotion (439)
Level: BA

Semester: Spring, 2014
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1
(Units: 1–4)

Note: Attempt all questions.

- Q. 1 “Advertisement expenses are usually wasteful, with no guarantee of enhanced sales or higher loyalty from among the target audience”. Do you agree with this statement? Present your view point. (20)
- Q. 2 What do you know by the term direct marketing? Keeping in view the present trends in the direct marketing, how do you foresee the future of direct marketing? (20)
- Q. 3 Describe sales promotion techniques used in Pakistan. (20)
- Q. 4 Differentiate between mass media advertising and sales promotion techniques. (20)
- Q. 5 Discuss the nature, purpose and function of product literature. (20)

ASSIGNMENT No. 2
(Units: 5–9)

Total Marks: 100
Pass Marks: 40

Note: Attempt all questions.

- Q. 1 What are the steps of personal selling? Describe all. (20)
- Q. 2 What is meant by media presentation? Discuss the cost of press advertising. (20)
- Q. 3 What is the meaning of hard and soft launch for a new product? Also list down the promotional objectives under hard and soft launch situations. (20)
- Q. 4 Describe the implementation of promotional campaigns, through the advertising agencies. (20)
- Q. 5 Discuss the operations of advertising agencies in relation to Pakistan. (20)