

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor
Paper: Advertising and Sales Promotion (439)
Time Allowed: 03 Hours

Semester: Autumn 2009
Maximum Marks: 100
Pass Marks: 40

Note: ATTEMPT ANY FIVE QUESTIONS. ALL CARRY EQUAL MARKS.

Q.1	Explain the core concepts of advertising and sales promotion with examples.	20
Q.2	a) Describe sales promotion techniques being used in Pakistan with examples from different organizations. b) Describe major purposes of sales promotion with examples.	(10+10)
Q.3	Describe the nature, purpose, and function of product literature and direct mail with examples.	20
Q.4	Describe the major kinds of personal selling activities in Pakistan with examples.	20
Q.5	Explain how marketing strategies differ from new and existing products in consumer goods.	20
Q.6	Describe the functions and roles of advertising agencies in Pakistan with appropriate examples.	20
Q.7	What is meant by client-agency relationships? What various issues involved in this client-agency relationships. Also give solutions to these issues.	20
Q.8	Write short notes on the following with examples: a) Changing role of personal selling in Pakistan b) Objectives of hard and soft launch of a new product c) Planning promotional campaigns d) Media penetration	(5+5+5+5)