

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor

Paper: Advertising and Sales Promotion (439)

Time Allowed: 3 hrs

Semester: Spring 2009

Maximum Marks: 100

Pass Marks: 40

OVERSEAS

**Note:- ATTEMPT FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.
QUESTION No. (8) IS COMPULSORY.**

Q.1	Describe major characteristics of mass media advertising with appropriate examples.	20
Q.2	Discuss the different roles and functions of sales promotion in Pakistan and abroad with examples.	20
Q.3	Differentiate between mass media advertising and sales promotion techniques with appropriate examples.	20
Q.4	Explain how product literature and direct mail differ in purpose and nature from other promotional methods with examples.	20
Q.5	Explain the distinct nature of personal selling as compared to other forms of promotion.	20
Q.6	Explain the effectiveness of print and electronic media in the world with examples.	20
Q.7	Differentiate promotional objectives for competitive, attack, defensive and long term market share strategies employed for existing products.	20
Q.8	<p>a) Encircle true or false statements:</p> <ul style="list-style-type: none"> i. Mass media do not exist for commercial advertising alone; its primary function is to entertain people with messages that can be called advertising (T/F). ii. Outdoor advertising offers tremendous potential to build, recall or remind about the consumer or industrial products or services (T/F). iii. Like advertising, sales promotion can be worked for a product with poor distribution (T/F). iv. Sampling should best be undertaken when a product has demonstrable superiority (T/F). v. A free mail is the same as product sampling (T/F). <p>b) Write short notes on the following with examples:</p> <ul style="list-style-type: none"> i. Media penetration ii. Hard and soft launch of a new product iii. Types of advertising agencies 	<p>(5)</p> <p>(5+5+5)</p>