

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

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**ADVERTISING AND SALES PROMOTION (BA-439)**

**CHECK LIST**

**SEMESTER: AUTUMN, 2013**

This packet comprises following material:-

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

If you find anything missing out of the above mentioned material, please contact at the address given below:

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**(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: Autumn, 2013**  
**Total Marks: 100**  
**Pass Marks: 40**

**ASSIGNMENT No. 1**

**(Units: 1–4)**

*Attempt all questions.*

- Q. 1 Discuss the promotion mix. Also justify the purpose of promotional activities. (20)
- Q. 2 Sales promotion supplements the advertisement. Elaborate this statement. (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**

- 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)

