

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)

Course: Advertising (967)
Level: M.Sc.

Semester: Autumn, 2012

INSTRUCTIONS

1. Assignments 1 and 2 cover units 1–4 and 5–9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of assignment questions requires you to be more analytical, therefore, supplement material from the study guides within information from other suggested readings. Some of the questions require use of examples from Pakistani perspective/setting. Do not simply rehash materials from different units of the study guide and from one another. Writing assignments in your own words and originality of approach will fetch you maximum marks.

LIST OF CONTENTS

This package comprises the following material:

1. Study Guide
2. Assignments 1 and 2
3. Assignment Forms 2 sets
4. Schedule for submitting the assignments and tutorial meetings.

Note: If you find anything missing from the above mentioned material, kindly inform:

*The Mailing Officer,
Mailing Section,
Allama Iqbal Open University
Sector H-8, Islamabad*

Best of Luck

(Dr. Saqib Riaz)
Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
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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 ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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ASSIGNMENT No. 1
(Units: 1–4)

Note: All questions are compulsory and carry equal marks.

- Q. 1 Explain the general objectives of advertising after explaining different definitions of advertising.
- Q. 2 Describe different kinds of advertising. Explain with examples.
- Q. 3 What role does advertising play in the contemporary society? Also explain its advantages and disadvantages.
- Q. 4 "Folk media can play a vital role in advertising." Do you agree? Answer with examples.
- Q. 5 Describe the development of advertising in Pakistan. How is it similar or different from rest of the world?

ASSIGNMENT No. 2
(Units: 5–9)

Total Marks: 100

Note: All questions are compulsory and carry equal marks.

- Q. 1 What are the attributes of a good advertising copy? Explain with examples. Also explain the importance and principles of visualization and layout in a copy.
- Q. 2 Discuss the various strategies and techniques for measuring advertising campaign.
- Q. 3 Evaluate prospects and challenges to advertising in Pakistan.
- Q. 4 Analyze the various steps involved in an advertising campaign.
- Q. 5 Elaborate the factors responsible for selection of media for advertising campaign?