

## 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

Note: - **ATTEMPT FIVE QUESTIONS. ALL CARRY EQUAL MARKS.**

Q.1

What is the role of media in today`s business world.

(20)

Q.2

Discuss various sales promotion techniques being used by different organizations with appropriate examples.

(20)

Q.3

Describe the nature, purpose, and function of product literature and direct mail.

(20)

Q.4

Describe major marketing strategies with examples from various organizations.

(20)

Q.5

Why different marketing strategies required for different promotional objectives of products and services. Explain in detail with appropriate examples.

(20)

Q.6

What is meant by "hard" and "soft" launch for a new product? Also discuss promotional objectives under hard and soft launch situations in organizations with examples.

(20)

Q.7

What are the various issues involved between client & advertising agency relationships. Explain with the help of appropriate examples.

(20)

Q.8

What is personal selling? Describe the significance of personal selling with examples from different organizations.

(20)