

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

**WARNING**

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE 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 THE "AIOU PLAGIARISM POLICY".**

**SCHEDULE FOR SUBMISSION OF ASSIGNMENTS**

| <b>06 Credit Hours</b> | <b>Due Date</b> | <b>03 Credit Hours</b> | <b>Due Date</b> |
|------------------------|-----------------|------------------------|-----------------|
| Assignment-1           | 12-06-2025      | Assignment-1           | 08-07-2025      |
| Assignment-2           | 08-07-2025      |                        |                 |
| Assignment-3           | 31-07-2025      | Assignment-2           | 20-08-2025      |
| Assignment-4           | 20-08-2025      |                        |                 |

**Note:** Tutorial Schedule and Rehnama-e-Tulba are available on AIOU website i.e. [aiou.edu.pk](http://aiou.edu.pk)

**Course: Advertising and Sales Promotion (5435)**

**Semester: Spring, 2025**

**Level: AD**

**Credit Hours: 03**

**Please read the following instructions for writing your assignments.**

**(SSC, HSSC & BA Programmes)**

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Late submission of assignments will not be accepted.
4. Your own analysis and synthesis will be appreciated.
5. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

**Total Marks: 100**

**BA Pass Marks: 40**

**AD Pass Marks: 50**

**ASSIGNMENT No. 1**

Q. 1 What is the role of advertising in building a brand's identity and market presence? **(20)**

Q. 2 Describe how advertising focuses on long-term brand building, while sales promotion drives short-term sales. **(20)**

- Q. 3 How do businesses determine the right advertising media for their campaigns? (20)
- Q. 4 What are the key objectives of sales promotion, and how does it benefit businesses? (20)
- Q. 5 How do advertising appeals, such as emotional or rational appeals, influence consumer behaviour? (20)

**Total Marks: 100**

**BA Pass Marks: 40**

**AD Pass Marks: 50**

### **ASSIGNMENT No. 2**

- Q. 1 What are the ethical considerations businesses should keep in mind when creating advertising campaigns? (20)
- Q. 2 How can businesses measure the effectiveness of their advertising and sales promotion campaigns? (20)
- Q. 3 What are the advantages and disadvantages of digital advertising compared to traditional advertising methods? (20)
- Q. 4 How do seasonal or event-based sales promotions influence consumer purchasing decisions? (20)
- Q. 5 What strategies can businesses use to integrate advertising and sales promotion for a cohesive marketing campaign? (20)

