ALLAMAIQBALOPENUNIVERSITY, ISLAMABAD

**(Department of Mass Communication)**

**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 ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN THE “AIOU PLAGIARISM POLICY”.**

## Course: Advertising (9269) Semester: Spring, 2025

## Level: BS (Mass Communication) Credit Hours: 03

## Please read the following instructions for writing your assignments. (AD, BS, B. Ed, MA/MSc, MEd) (ODL Mode).

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 questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

**Total Marks: 100**  **Pass Marks: 50**

**ASSIGNMENT No. 1**

**(Unit 1-4)**

Q.1 How would you define advertising? a Brief history of advertising, highlighting key developments and shifts in advertising (20)

Q.2 What ethical concerns surround the advertising industry, and why is it important for advertisers to adhere to ethical standards? (20)

Q.3 What factors should be considered when selecting an advertising agency? (20)

Q.4 Explain the various functions and structure of an advertising agency. (20)

Q.5 Explain different types of advertising. What are the differences between institutional advertising and public service advertising? (20)

**Total Marks: 100**  **Pass Marks: 50**

**ASSIGNMENT No. 2**

**(Unit 5-9)**

Q.1 What are the main types of advertising media, and how do they cater to different audiences? (20)

Q.2 In what ways can media strategy impact the overall success of an advertising campaign? (20)

Q.3 What are the essential components that make an advertising copy persuasive? (20)

Q.4 What are the critical steps involved in planning an advertising campaign? (20)

Q.5 What techniques are used to measure the success of an advertising campaign? (20)