



23/3/17

**DOON UNIVERSITY, DEHRADUN**  
**Mid Semester Examination, IMBA- Eighth Semester, 2017**  
**School of Management**  
**Course: IMBA– 805: Advertising & Sales Management**

*Time Allowed: 2 Hours*

*Maximum Marks: 30*

*Note: Attempt all Questions.*

**SECTION – A**

**(2x5 =10 Marks)**

**Q1. Define the following terms:-**

- a- TRP
- b- Sales Promotion
- c- Advertising Agency
- d- AIDA
- e- Print Media

**SECTION - B**

*Note: Attempt all Questions.*

**(5x4=20 Marks)**

**Q1. Distinguish between DAGMAR and Lavidge Steiner Model of Communication. Explain with suitable examples.**

**Q2. Explain in detail the relationship between Advertising and Integrated Marketing Communication. Quote examples.**

**Q3. Describe the vital role Social Web Media in the Advertising Domain today. Quote various players in this domain?**

**Q4. Explain STP and its role in Advertising Planning & Management.**