



26-3-18

DOON UNIVERSITY, DEHRADUN ^{8th}
Mid- Semester Examination, IMBA- ~~1~~ Semester, 2018
School of Management

Course: IMBA 805 – ~~1~~: Advertising & Sales Management

Time Allowed: 2 Hours

Maximum Marks: 30

Note: Attempt all Questions.

SECTION – A

Q1. Explain the following terms:-

(2x5 =10 Marks)

- a- Social Media
- b- Personal Selling
- c- Sponsor
- d- Publicity
- e- Promotion

SECTION - B

Note: Attempt all Questions.

(5x4=20 Marks)

Q1. Define Advertising and various and its significance to various in the social and commercial domain.

OR

Explain the basis for classification of Advertising and discuss in detail with various aspect and examples.

Q2. Explain the Role in Advertising in various stages of Product Life Cycle. Justify with examples.

OR

Explain the detailed role in Advertising in Marketing Mix in relativity with 4 Ps. Give examples wherever necessary

Q3. Explain Lavidge & Steiner's Hierarchy of effects Model. Discuss its various components in detail as compared to Response Hierarchy Model.

Q4. Elucidate upon the Role of AIDA in designing an effective advertising campaign. Illustrate by quoting suitable example in this domain?