DOON UNIVERSITY, DEHRADUN
Mid- Semester Examination, MBA- Fourth Semester, 2018
School of Management

Course: MMS – 541: Advertising & Mktg. Communication

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- Google Ads
   c- Sponsor
   d- Publicity
   e- Promotion

SECTION - B

Note: Attempt all Questions.   **(5x4=20 Marks)**

Q1. Explain Role of Advertising in Marketing Mix. Illustrate with suitable examples.

Q2. Explain Lavidge & Steiner's Hierarchy of effects Model. Discuss its various components in detail as compared to Response Hierarchy Model.

Q3. Elucidate upon the Role of AIDA in designing an effective advertising campaign. Illustrate by quoting suitable example in this domain?

Q4. Explain the basis for classification of Advertising and discuss in detail with various aspect and examples.