

**POST GRADUATE DIPLOMA
IN
ADVERTISING AND INTEGRATED COMMUNICATIONS
PGDAIC – FIRST SEMESTER =
PGCAIC (POST GRADUATE CERTIFICATE IN ADVERTISING AND
INTEGRATED COMMUNICATIONS)**

**ASSIGNMENTS
JANUARY AND JULY 2025 CYCLE**

MNM-021

MNM-022

MNM-023

MNM-024

**SCHOOL OF JOURNALISM & NEW MEDIA STUDIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068**

PGDAIC/PGCAIC ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MNM-021, MNM-022, MNM-023, MNM-024). Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

You need to submit these assignments, to be eligible to attempt your Term End Examinations in June or December 2025. These assignment questions aim to bridge theoretical concepts with practical applications in the actual working context, encouraging you to apply your knowledge to real-world scenarios.

The last date of the submission is given against each of the assignments. Please note that you have to submit these assignments to the Program Coordinator or Coordinator of your Study Centre within the stipulated time for being eligible to appear in the Term-End Examinations in the respective Course. You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the first page of the Assignment.

As this is a new Program, **please send all your Assignments to your Program Coordinator**

Post your Handwritten Assignments to:

Dr. Padmini Jain

Program Coordinator PGDAIC, School of Journalism and New Media Studies. Block 15 A. IGNOU. New Delhi -110068

It would be advisable to retain a photocopy of the assignments with you in case of any postal misplacement. Please keep a record with you.

The marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi. These marks will form 30% of your final results

Guidelines for writing the Assignments

Attempt all questions given in each assignment as instructed.

You may find it useful to keep the following points in mind:

- **Planning:** First read the study material carefully, attend Teleconferencing Sessions and Interactive Radio Counselling Sessions conducted for the programme; if required you can obtain details from Study Centre/Regional Centre) and then read the assignments carefully. Go through the units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- **Organising:** Draw a rough outline of your answer. Be analytical in your selection of the information for your answer. Give adequate attention to the introduction and the conclusion. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Dr. Padmini Jain

Programme Coordinator

Email: padminijain@ignou.ac.in

MNM021 Integrated Marketing Communications

Course Code:	MNM-021
Assignment:	02
Due Date:	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
Assignment Code:	MNM-021/Jan/July 2025
Total Marks:	100
Weightage:	30% weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)
Write each answer in about 500 words
Try to include real life examples from around you, in your answers.

Questions:

Question.1 Communication Process Analysis

Select a recent advertisement campaign from an Indian company. Describe its communication process using the SMCR model. Discuss the sender, message, channel, receiver, and feedback.

Question.2 Marketing Research Application

Conduct a small-scale survey in your locality or online to understand consumer preferences for a product category (e.g., snacks, beverages). Analyze the results and present how this information could help a marketer.

Question.3 Cyber Marketing Observation

Observe the digital presence of a popular Indian e-commerce website (e.g., Flipkart or Nykaa). Analyze its social media, website layout, and online marketing tactics.

Question.4 Sales Promotion and Direct Marketing

Study a recent sales promotion or direct marketing campaign in India (e.g., Flipkart's Big Billion Days). Discuss the techniques used and their impact on consumer behavior.

Question.5 Media's Role in Society

With reference to current events, evaluate how media has shaped public opinion on a recent national or international issue.

MNM022 Consumer Behaviour

Course Code:	MNM-022
Assignment:	02
Due Date:	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
Assignment Code:	MNM-022/Jan/July 2025
Total Marks:	100
Weightage:	30% weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)
Write each answer in about 500 words
Try to include real life examples from around you, in your answers.

Questions:

Question.1 Application of Consumer Behaviour Models

Combine concepts from **Unit 1** (Nature and Scope) and **Unit 3** (Models of Consumer Behaviour) to analyze the purchase journey of a consumer buying a high-value product (e.g., a car or smartphone). Map the decision-making process using relevant consumer behavior models.

Question.2 Personality and Motivation in Buying Decisions

With references to **Unit 5** (Personality and Self-Concept) and **Unit 8** (Motivation and Involvement), conduct a case study of two individuals with contrasting personalities. Analyze how their motivations differ when purchasing a similar product.

Question.3 Cultural and Group Dynamics

Combine **Unit 10** (Group Dynamics) and **Unit 12** (Cultural and Sub-Cultural Influences) to analyze how regional cultural festivals like Diwali or Pongal affect group buying behaviors for gifting items.

Question.4 Role of Marketing Communication in the Buying Journey

Integrating insights from **Unit 14** (Information Processing) and **Unit 15** (Alternative Evaluation), evaluate the effectiveness of a recent Indian digital campaign (e.g., Swiggy or Zomato) in guiding customers through the buying process.

Question.5 Consumer Behaviour Strategy for a New Market

Based on **Units 4 (Organizational Buying)** and **Unit 15**, design a communication strategy for a small business entering a new market segment. Highlight how understanding individual and group influences aids in crafting effective messages.

MNM023 Aadvertising

Course Code:	MNM-023
Assignment:	02
Due Date:	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
Assignment Code:	MNM-023/Jan/July 2025
Total Marks:	100
Weightage:	30% Weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)
Write each answer in about 500 words
Try to include real life examples from around you, in your answers.

Questions:

Question.1 Role of Advertising Principles in Real-Life Campaigns

Choose an Indian advertising campaign you find impactful (e.g., Cadbury's "Kuch Meetha Ho Jaye"). Analyze how the campaign applies advertising principles such as persuasion, brand communication, and consumer connection.

Question.2 Ad Agency Functions Study

Research a prominent Indian advertising agency. Analyze its structure, major campaigns, and the role it plays in managing client relationships and executing campaigns.

Question.3 Indian Language Advertising Study

Analyze an advertisement in a regional language. Discuss how cultural nuances and language play a role in its effectiveness in connecting with its audience.

Question.4 Advertising Research Application

Conduct a small-scale survey among friends and family to understand consumer perceptions of a popular brand (e.g., Amul or Reliance Jio). Present insights and suggest how the brand can leverage this research for future campaigns.

Question.5 Global vs. Local Advertising

Compare an international advertisement of a global brand (e.g., Coca-Cola) with its localized Indian version. Highlight the differences in messaging, cultural adaptation, and appeal strategies.

MNM024 Public Relations

Course Code:	MNM-024
Assignment:	02
Due Date:	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
Assignment Code:	MNM-024/Jan/July 2025
Total Marks:	100
Weightage:	30% weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)
Write each answer in about 500 words
Try to include real life examples from around you, in your answers.

Questions:

Question.1 Historical Analysis of PR in India

Trace the evolution of Public Relations in India by analyzing the transformation journey of PR practices from the "State of Propaganda" to the post-independence era. Include examples like Gandhi's communication techniques and the role of Indian Railways.

Question.2 Case Study on Ethical Dilemmas in PR

Select a recent PR campaign in India (e.g., a political or corporate campaign) and evaluate the ethical challenges faced during its execution. Propose alternative strategies that align with ethical PR principles.

Question.3 Public Opinion and Crisis Communication

Select an example of a crisis communication scenario in India (e.g., a product recall or a corporate scandal). Discuss how the company or organization managed public opinion during the crisis and suggest improvements.

Question.4 Social Media's Role in Modern P

Analyze how an Indian organization uses social media platforms for public relations. Discuss the impact of influencer marketing and user-generated content on the success of its campaigns.

Question.5 Entertainment PR

Select a recent Indian film or celebrity event and analyze the PR strategies employed to promote it. Discuss how these strategies leveraged traditional and digital media to reach diverse audiences.