

MMPM - 007

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA (OL) /Master of Business
Administration (Marketing Management) (MBAMM)/Post Graduate
Diploma in Marketing Management (PGDIMM)**

**ASSIGNMENT
For
January 2025 and July 2025 sessions**

MMPM - 007: Integrated Marketing Communication
**(Last date of submission for January 2025 session is 30th April, 2025 and for
July 2025 session is 31st October, 2025)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPM - 007
Course Title	:	Integrated Marketing Communication
Assignment Code	:	MMPM-007/TMA/January/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study center. Last date of submission for January 2025 session is 30th April 2025 and for July 2025 session is 31st October, 2025.

1. Identify and discuss the elements of IMC that a passenger Car Company can employ in promoting their maiden e-car in the Indian Market?
2. Define Advertising? Discuss the major objectives of Advertising that firms do consider and why?
3. What are the various tools and techniques for Sales Promotion? Discuss various steps followed to achieve the intended purpose of sales promotion?
4. Define Media plan? Explain the key factors that a media buyer should consider before buying media?
5. Explain how Social Media marketing works and also explain social media marketing tools with suitable examples?