

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

**ASSIGNMENTS**

**JANUARY AND JULY 2024 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 2024. 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. You must obtain a receipt from the Study Centre for the assignments submitted and retain it. It would be advisable to retain a photocopy of the assignments with you. After evaluation, 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  
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## **MNM021 Integrated Marketing Communications**

<b>Course Code:</b>	<b>MNM-021</b>
<b>Assignment:</b>	02
<b>Due Date:</b>	March 31, 2024 – Jan cycle & Sept.30, 2024 – July cycle
<b>Assignment Code:</b>	MNM-021/Jan/July 2024
<b>Total Marks:</b>	100
<b>Weightage:</b>	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:**

**1. Communication in Society (Unit 1-4):**

Explore and analyse the role of communication in shaping Indian society. Provide examples of how media influences social perceptions and behaviours in the Indian context.

**2. Understanding the Target Audience (Unit 5):**

Choose a product or service popular in your area and create a detailed profile of its target audience. Discuss how understanding the target audience is crucial for effective communication strategies.

**3. Creative Marketing Communications (Unit 7):**

Design a creative and culturally relevant marketing communications campaign for introducing a new product in the market of your State (Indian states are divided on the basis of language and cultural differences). Emphasise the integration of various communication channels for maximum impact.

**4. Cyber Marketing Trends (Unit 12):**

Investigate recent trends in cyber marketing in the Indian market. Provide examples of successful campaigns and analyse the impact of digital communication on consumer behaviour.

**5. Packaging Strategies for Products (Unit 16):**

Choose a product category prevalent in your area and analyse the packaging strategies of leading brands in this product category. Discuss the role of packaging in influencing consumer perceptions and purchasing decisions.

## **MNM022   Consumer Behaviour**

<b>Course Code:</b>	<b>MNM-022</b>
<b>Assignment:</b>	02
<b>Due Date:</b>	March 31, 2024 – Jan cycle & Sept.30, 2024 – July cycle
<b>Assignment Code:</b>	MNM-022/Jan/July 2024
<b>Total Marks:</b>	100
<b>Weightage:</b>	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:**

**1. Influence of Celebrity Endorsements on Consumer Attitudes (Unit 6):**

Critically analyse the impact of celebrity endorsements on consumer attitudes.

Discuss recent cases where celebrity endorsements either enhanced or diminished the brand image and consumer perception.

**2. Post-Purchase Behaviour in the Subscription Economy (Unit 16):**

Investigate post-purchase behaviour trends in the context of the subscription-based business model. Discuss how businesses can foster customer loyalty and satisfaction in a market characterized by subscription services. (eg: OTT platforms/ mobile services/ grocery stores etc)

**3. Cultural Influences on Buying Behaviour (Unit 12):**

Examine the impact of cultural and sub-cultural influences on consumer behaviour in an international context. Discuss how businesses can navigate cultural diversity to create effective marketing strategies.

**4. Consumer Learning and Memory in the Digital Age (Unit 7):**

Evaluate how digital technologies and constant connectivity influence consumer learning and memory. Discuss the challenges and opportunities for businesses in creating memorable and impactful brand experiences.\

**5. Impact of Online Influences on Consumer Behaviour (Unit 9):**

Analyse the influence of online platforms and digital media on consumer behaviour. Provide examples of recent trends in online shopping and discuss how businesses can adapt their strategies to meet evolving consumer preferences.

## **MNM023   Aadvertising**

<b>Course Code:</b>	<b>MNM-023</b>
<b>Assignment:</b>	02
<b>Due Date:</b>	March 31, 2024 – Jan cycle & Sept.30, 2024 – July cycle
<b>Assignment Code:</b>	MNM-023/Jan/July 2024
<b>Total Marks:</b>	100
<b>Weightage:</b>	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:**

**1. Evolution of Advertising: Analyzing Historical Campaigns (Unit 1):**

Choose a notable advertising campaign from the past.(Indian or Internatiaonl)  
Trace its evolution, highlighting key changes in advertising strategies and appeals. Discuss how societal norms influenced the campaign.

**2. Critique of Contemporary Advertising (Unit 4):**

Analyse any two recent advertisements using the AIDA (Attention, Interest, Desire, Action) model. Evaluate how well these ads capture and maintain audience attention, generate interest, create desire, and prompt action.

**3. Copywriting Exercise: Crafting Persuasive Copy (Unit 8):**

Choose a product or service and create a persuasive copy for a print advertisement. (newspaper or magazine) Incorporate key principles of effective copywriting, emphasizing creativity and a compelling call-to-action.

**4. Brand Communication Strategies in Multilingual India (Unit 13):**

Explore how brands tailor their communication strategies for diverse linguistic markets in India. Provide any two examples of successful multilingual advertising campaigns and discuss their impact on brand perception.

**5. Trolling in Advertising: Navigating Challenges (Unit 15)**

Select a recent advertising campaign that faced significant trolling or backlash on social media platforms. Analyse the reasons behind the negative reception, considering cultural sensitivities, ethical concerns, or other factors. Discuss how the brand or ad agency responded to the trolling and propose alternative strategies that could have been employed to mitigate the negative impact. Consider the role of social media in amplifying such incidents and the implications for the brand's image and reputation.

## MNM024   Public Relations

<b>Course Code:</b>	<b>MNM-024</b>
<b>Assignment:</b>	02
<b>Due Date:</b>	March 31, 2024 – Jan cycle & Sept.30, 2024 – July cycle
<b>Assignment Code:</b>	MNM-024/Jan/July 2024
<b>Total Marks:</b>	100
<b>Weightage:</b>	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:**

**1. Press Release Writing: (Unit 6):**

Imagine you are a Public Relations specialist tasked with launching a new herbal cosmetic brand. Write a press release that effectively communicates the brand's unique selling points, benefits, and launch event details.(200 words).

Consider the tone, key messaging, and target audience.

For next part of the question, explain your reasons behind including each specific information in this release.

**2. Crisis Management: (Unit 11):**

Critically analyse the crisis management strategies employed during the Bhopal Gas Tragedy. Discuss the role of public relations in crisis communication and propose alternative approaches that could have been taken to handle the situation more effectively.

**3. Political Image Management: (Unit 14):**

Investigate the image management strategies employed by political parties and leaders in recent times. Discuss the challenges they face in shaping public perception and propose innovative approaches for political image management in the digital age.

**4. Corporate Social Responsibility (CSR): (Unit 12):**

Choose a well-known company and analyse its CSR initiatives. Discuss how the company's CSR activities contribute to its public relations efforts, positively impacting its corporate image and reputation.

**5. Sports PR: (Unit 15):**

Choose a sports personality and analyse how their public image is managed by PR professionals. Discuss the strategies employed in building and maintaining a positive public perception.