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**MNM-021**

**POST GRADUATE DIPLOMA IN  
ADVERTISING AND INTEGRATED  
COMMUNICATIONS (PGDAIC)**

**Term-End Examination**

**December, 2023**

**MNM-021 : INTEGRATED COMMUNICATION  
PRACTICES**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** Answer any **five** questions. All questions carry equal marks.

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1. What are the emerging trends in media ownership and integration ? How are these trends changing the media landscape and raising ethical and regulatory issues ? Discuss with relevant examples. 10+10
2. Describe the evolution of the internet and its impact on society. How has the internet changed the way we communicate and access information ? 20

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3. Describe the different types of audience segmentation. How do these types differ and what are their benefits ? 20
4. Discuss the role of advertising in IMC. How can organisations use advertising to support their marketing goals ? 20
5. Enumerate in detail, the steps to conduct market research. 20
6. What are the duties and responsibilities of a Public Relations Officer ? What skills one must possess to be a good PRO ? 10+10
7. Why is it important to conduct a Post Event Evaluation ? What strategies are used to do this analysis ? 5+15
8. Explain the nature and types of activities involved in personal selling, with examples. 20
9. What do we understand by Direct Marketing ? Discuss the different types of Direct Marketing Strategies, with examples. 5+15
10. Write short notes on any *two* of the following : 10+10
  - (a) Social Networking Sites
  - (b) SEO Marketing
  - (c) Secondary Data
  - (d) Criteria for Packaging Material