

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

Term-End Examination

June, 2024

MNM-026 : INTEGRATED CAMPAIGN PLANNING

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **five** questions. All questions carry equal marks (20 each).

1. Compare and contrast the Individual Difference Theory and Social Category Theory in the context of audience research. How do these theories help marketers and advertisers in integrated campaign planning ? Provide examples to support your answer. 10+10=20
2. Explain the concept, "Messages are constructed using creative language." Select a popular advertisement and analyze how creative language is employed to convey messages and persuade the audience. 20

3. How do cultural norms and social influences, shape the decision-making process of Indian consumers ? Provide examples of how businesses have tailored their marketing campaigns to align with these factors. 20
4. Discuss the importance of measuring return on investment (ROI) in Internet advertising. Explain the methods and tools used to assess the ROI of digital advertising campaigns.
5+15=20
5. Discuss the psychology of color persuasion and its impact on consumer decision-making. Provide examples that illustrate the connection between color psychology and consumer persuasion. 20
6. Discuss target audience as a major factor that influence campaign planning. Provide suitable examples of ad campaigns that kept this as focus to succeed. 20
7. Explain the challenges and ethical considerations that social marketers may face when addressing sensitive social issues and how they deal with them. 20

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8. Define Advocacy and explain its various forms. Discuss the role and significance of each form of advocacy in promoting social change and addressing pressing issues. 20
9. Differentiate between PSA and commercial advertising. Provide examples to illustrate these differences. 20
10. Write short notes on any *two* of the following : 10+10
 - (a) Four principles of media policy
 - (b) Media Audit
 - (c) Conversational Messaging
 - (d) Functions of Grassroot communication