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MNM-026

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

Term-End Examination

December, 2023

MNM-026 : INTEGRATED CAMPAIGN PLANNING

Time : 3 Hours

Maximum Marks : 100

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

1. Analyze the 'Two-step theory' of communication and its significance in the era of digital media. Explain how this theory relates to the concept of influencer marketing by using real-world case studies to illustrate your points. 20

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2. Examine the global perspectives on media policies, considering variations in media regulation and freedom in different countries. Provide examples of countries with contrasting media policies. 10+10
3. Highlight the advantages and challenges that businesses face when operating in Indian Consumer Market. 20
4. Explain the media selection process and its importance in reaching the target audience effectively. Discuss the criteria and considerations involved in selecting the most appropriate media channels for a given campaign. 10+10
5. Define and discuss the role of value proposition in attracting and retaining customers in the digital age with suitable examples. 20
6. Explore the concept of 'Human-Centered Branding' in a nonlinear funnel. Discuss how brands can engage with consumers in a nonlinear customer journey and adapt their messaging to meet individual needs and preferences. 15+5

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7. Explain how benchmarking helps measure the effectiveness of communication efforts and refine strategies over time with suitable examples. 20
8. Discuss the key indicators and methodologies used to assess the impact and effectiveness of advocacy, communication, and social mobilization efforts. 20
9. Discuss the evaluation and follow-up stages of Grassroot communication efforts. Explain how measuring the impact and outcomes of Grassroot campaigns is crucial for continuous improvement. 15+5
10. Write short notes on any *two* of the following : 10+10
 - (a) Functions of Media Literacy
 - (b) Search Engine Optimization
 - (c) Uses of Colour Rhetoric in Persuasion
 - (d) Difference between PSA and Propaganda