

No. of Printed Pages : 3

MNM-021

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

Term-End Examination

June, 2024

**MNM-021 : INTEGRATED COMMUNICATION
PRACTICES**

Time : 3 Hours

Maximum Marks : 100

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

1. Explain in detail, the different media available for mass communication, with strengths and limitations of each. 20

P. T. O.

2. Compare and contrast quantitative and qualitative research approaches in mass communication. Provide examples of situations where each approach would be most appropriate and explain why. 10+10
3. How has target marketing evolved in the digital age ? What new challenges and opportunities does digital marketing present for targeting ?
20
4. How does advertising differ from Public Relations ? Explain in detail. 20
5. Elaborate upon the DAGMAR Models of advertising, with suitable examples and a flowchart. 20
6. “Nature of the product/se alone is the deciding factors to sell on the net.” Do you agree with the statement ? Substantiate your responses. 20
7. Discuss the different kinds of selling positions prevalent in Indian companies. Relate the types of salesperson suited for each. 20

[3]

8. Identify the characteristics of direct marketing, as different from other Promotional Methods.

20

9. Describe in detail, any *four* advertising formats used at Point of Purchase.

20

10. Write short notes on any *two* of the following :

10+10

(a) Censorship

(b) Internal Marketing Communication

(c) Open-ended Questions

(d) PEST Analysis