

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

**ASSIGNMENTS
JANUARY AND JULY 2026 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 2026. 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.

As this is a new Program, please send all your Assignments to your Program Coordinator

Post your Handwritten Assignments to:

Dr. Padmini Jain

Program Coordinator PGDAIC, School of Journalism and New Media Studies. Block 15 A. IGNOU. New Delhi -110068

It would be advisable to retain a photocopy of the assignments with you in case of any postal misplacement. Please keep a record with you.

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

Email: padminijain@ignou.ac.in

MNM021 Integrated Marketing Communications

Course Code:	MNM-021
Assignment:	04
Due Date:	March 31, 2026 – Jan cycle & Sept.30, 2026 – July cycle
Assignment Code:	MNM-021/Jan/July 2026
Total Marks:	100
Weightage:	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:

Question 1

During 2024–25, **IndiGo Airlines** faced repeated public criticism related to flight delays, customer grievances, and operational disruptions.

Analyse how IndiGo used media statements, press releases, and digital platforms to manage any one such crisis. Evaluate the effectiveness of its communication and suggest improvements using principles of integrated communication.

(Relevant Units: Unit 1 – Communication Process; Unit 4 – Media & Society)

Question 2

The recurring **Delhi–NCR air pollution crisis** is widely discussed across television news, newspapers, and social media every winter.

Examine how different media platforms frame this issue and analyse the role of media in shaping public perception, responsibility narratives, and public response.

(Relevant Units: Unit 3 – Ownership Patterns in Media; Unit 4 – Media & Society)

Question 3

The arrival and growing influence of **Artificial Intelligence (AI)** has triggered extensive communication around job loss, reskilling, and future employment in India.

Select any one government initiative, corporate organisation, or digital platform communicating about AI and employment, and analyse how audience understanding, marketing communication, and digital tools are used to convey the message.

(Relevant Units: Unit 6 – Communication in Marketing; Unit 7 – Marketing Communication Mix)

Question 4

The marketing and promotion of recent Indian films such as **Haq, Dhurender, Sitare Zameen Pe**, or any other contemporary release relied heavily on integrated media strategies.

Analyse the film's promotional campaign by examining the use of advertising, public relations, events, and digital media, and evaluate the extent of integration across platforms.

(Relevant Units: Unit 9 – Advertising; Unit 10 – Public Relations)

Question 5

In recent times, campaigns related to **government initiatives, social causes, or brand-led social messaging** (such as digital payments, sustainability, health awareness, or road safety) are frequently encountered in everyday media. Identify any one such campaign and critically examine how communication principles, media selection, and audience appeal are used to influence public attitudes or behaviour.

(Relevant Units: Unit 11 – Event Management; Unit 12 – Cyber Marketing, Unit 16 Packaging & Point of Purchase)