

**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

MNM022 Consumer Behaviour

Course Code:	MNM-022
Assignment:	02
Due Date:	March 31, 2026 – Jan cycle & Sept.30, 2026 – July cycle
Assignment Code:	MNM-022/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

The rapid rise of **quick-commerce platforms** such as Blinkit, Zepto, and Swiggy Instamart has changed everyday buying behaviour in urban India.

Analyse how consumer needs, motivation, involvement, and lifestyle factors influence the adoption of quick-commerce services.

(Relevant Units: Unit 1 – Consumer Behaviour; Unit 2 – Lifestyle Marketing; Unit 8 – Motivation & Involvement)

Question 2

Influencer-led consumption has become a dominant trend on platforms such as Instagram and YouTube, especially in categories like fashion, beauty, gadgets, and food.

Select any one influencer-driven campaign or product trend and analyse how **perception, learning, memory, and attitude formation** shape consumer response.

(Relevant Units: Unit 6 – Perception & Attitude; Unit 7 – Learning & Memory; Unit 9 – Online & Digital Influences)

Question 3

Indian households increasingly display **conflicting consumption behaviour**, such as spending heavily on weddings or festivals while simultaneously seeking discounts through sales and cashbacks.

Analyse this behaviour using concepts of **cultural influence, reference groups,**

family roles, and social class.

(Relevant Units: Unit 10 – Reference Groups; Unit 11 – Family Buying Roles; Unit 12 – Cultural & Sub-cultural Influences)

Question 4

The growing popularity of **electric vehicles (EVs)** in India has involved significant consumer hesitation, comparison, and post-purchase discussion. Analyse the consumer buying process for EVs by examining problem recognition, information search, evaluation of alternatives, and post-purchase behaviour.

(Relevant Units: Unit 13 – Problem Recognition; Unit 14 – Information Processing; Unit 15 – Alternative Evaluation; Unit 16 – Post-purchase Behaviour)

Question 5

During major online sales events (such as Amazon Great Indian Festival or Flipkart Big Billion Days), consumers often make **impulsive or regret-based purchases**.

Analyse this behaviour by linking individual psychological factors and situational influences, and discuss how marketers design communication to trigger such buying decisions.

(Relevant Units: Unit 5 – Personality & Self Concept; Unit 6 – Perception; Unit 16 – Purchase & Post-purchase Behaviour)