

**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

MNM023 Aadvertising

Course Code:	MNM-023
Assignment:	02
Due Date:	March 31, 2026 – Jan cycle & Sept.30, 2026 – July cycle
Assignment Code:	MNM-023/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

Recent Indian advertising has seen a strong shift from traditional product advertising to **purpose-led and narrative-driven brand communication** (for example, Tata Tea Jaago Re, Surf Excel social messaging, or Ariel's gender equality campaigns).

Analyse any one such campaign to examine how advertising functions, principles, and persuasive appeals are used to influence consumer attitudes beyond product purchase.

(Relevant Units: Unit 2 – Functions & Principles of Advertising; Unit 4 – Theories, Models and Appeals)

Question 2

Many Indian advertisements today face criticism for **misleading claims, exaggerated promises, or ethical violations**, leading to ASCI interventions (for example, fairness creams, health supplements, online gaming or fantasy sports ads).

Select any one such case and critically examine the advertisement in terms of advertising classification, critique, and ethical responsibility.

(Relevant Units: Unit 3 – Classification and Critique of Advertising; Unit 15 – Advertising Ethics and Codes; Unit 14 – Laws for Advertising)

Question 3

The rise of **digital-first brands and start-ups** (such as Zomato, Swiggy, Cred, or Nykaa) has changed the way advertising agencies plan, execute, and manage campaigns.

Analyse how the role of advertising agencies, account planning, and client–agency relationships are reflected in the advertising approach of any one such

brand.

(Relevant Units: Unit 5 – Ad Agency Structure & Functions; Unit 6 – Client-Agency Relationship; Unit 7 – Account Management)

Question 4

Recent Indian advertising campaigns increasingly combine **strategic planning, creativity, and research** across platforms such as television, digital media, outdoor, and social media.

Select any one contemporary advertising campaign and analyse how brand communication strategy, creative execution, and advertising research are integrated in the campaign.

(Relevant Units: Unit 9 – Brand Communication Strategies; Unit 10 – Strategic & Creative Considerations; Unit 11 – Advertising Research; Unit 12 – Advertising Creativity)

Question 5

With the growth of **Indian language advertising and regional content** on television and digital platforms, brands are increasingly localising their advertising strategies.

Analyse any one recent advertising campaign created in an Indian language or regional context and discuss how cultural relevance, language, and social context shape advertising effectiveness.

(Relevant Units: Unit 13 – Indian Language Advertising; Unit 1 – History & Evolution of Advertising; Unit 4 – Advertising Appeals)