

**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

MNM024 Public Relations

Course Code:	MNM-024
Assignment:	02
Due Date:	March 31, 2026 – Jan cycle & Sept.30, 2026 – July cycle
Assignment Code:	MNM-024/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

In recent years, Indian corporates such as **Tata Group, Infosys, or Adani Group** have actively communicated during periods of public scrutiny and reputation challenges.

Analyse how public relations principles and two-way communication models are used by any one such organisation to build credibility and manage stakeholder relationships. |

(Relevant Units: Unit 2 – PR Concepts & Principles; Unit 3 – Role, Relevance & Theories)

Question 2

The **COVID-19 pandemic, airline disruptions, or major industrial accidents** have highlighted the importance of crisis and disaster communication.

Select any one recent crisis situation in India and critically examine the role of public relations in managing information flow, media relations, and public trust during the crisis.

(Relevant Units: Unit 5 – PR Tools & Techniques; Unit 11 – Disaster & Crisis Communication)

Question 3

Corporate Social Responsibility (CSR) initiatives by Indian organisations such as **Swachh Bharat partnerships, sustainability campaigns, or education and health programmes** are often communicated through PR strategies.

Analyse any one CSR initiative and examine how public relations is used to align organisational image with social responsibility.

(Relevant Units: Unit 9 – Corporate Communication Strategies; Unit 12 – Corporate Social Responsibility)

Question 4

Political communication and government outreach campaigns (such as **election campaigns, government policy communication, or public welfare messaging**) rely heavily on public relations strategies.

Analyse any one recent political or government communication campaign in India and discuss how PR tools and perception management are used to influence public opinion.

(Relevant Units: Unit 7 – Perception Management; Unit 14 – Political PR & State Communication)

Question 5

Entertainment, sports, and celebrity-driven publicity has become a major area of contemporary public relations in India.

Analyse any one recent case involving a **film release, sports personality, or celebrity controversy**, and examine how public relations strategies were used to manage image, media coverage, and audience perception.

(Relevant Units: Unit 15 – Sports & Education PR; Unit 16 – Entertainment & Celebrity Management)