

**POST GRADUATE DIPLOMA
IN
ADVERTISING AND INTEGRATED COMMUNICATIONS
PGDAIC – SECOND SEMESTER**

ASSIGNMENTS

JANUARY AND JULY 2026 CYCLE

MNM-025

MNM-026

MNM-027

**SCHOOL OF JOURNALISM & NEW MEDIA STUDIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068**

PGDAIC ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MNM-025, MNM-026, MNM-027). 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 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 Counseling 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

MNM027 VOCATIONAL LIFE SKILLS

Course Code:	MNM-027
Assignment:	01
Due Date:	March 31, 2026 – Jan cycle & Sept.30, 2026 – July cycle
Assignment Code:	MNM-027/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

Observe any **professional interaction** you have recently experienced (online meeting, interview, classroom presentation, workplace discussion, or customer interaction).

Analyse the role of **non-verbal communication** (body language, eye contact, posture, facial expressions, and tone of voice) in shaping the effectiveness of the interaction.

(Relevant Units: Unit 1 – Non-Verbal Communication Skills)

Question 2

Email and telephone communication often lead to misunderstandings in professional settings.

Identify one **real or observed workplace situation** where poor email or telephone etiquette created confusion or conflict, and analyse how proper communication practices could have improved the outcome.

(Relevant Units: Unit 2 – Email and Telephone Etiquettes)

Question 3

Contemporary workplaces in India involve **people from diverse cultural, linguistic, and social backgrounds**.

Reflect on any group activity (academic, professional, or community-based)

you have participated in and analyse how **cultural empathy and team dynamics** influenced collaboration, conflict, or productivity.

(Relevant Units: Unit 3 – Cultural Empathy and Team Dynamics)

Question 4

Clear and effective writing is essential in professional communication.

Analyse any one **business document** you have encountered recently (email, notice, report, proposal, or official letter) and evaluate it in terms of clarity, structure, tone, and professionalism.

(Relevant Units: Unit 4 – Business Writing)

Question 5

In today's job market, candidates are increasingly evaluated through **digital presence, resumes, interviews, and online research skills**.

Analyse your own **job-seeking readiness** by reflecting on your social media profile, resume preparation, interview preparedness, and ability to search for information online, and suggest areas for improvement.

(Relevant Units: Unit 5 – Social Media Skills; Unit 6 – Resumes and Interviews; Unit 7 – Computer Literacy Tools; Unit 8 – Online Search and Research)

Note: You are encouraged to use **self-experiences, observations, and real-life situations in your answers** and to clearly relate them to concepts discussed in the relevant units.
