

MMPM-007

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA(OL)/ Master of Business Administration
(Marketing Management) (MBAMM)/ Post Graduate Diploma in
Marketing Management (PGDIMM)**

ASSIGNMENT

for

January 2026 and July 2026 sessions

**(Last date of submission for January 2026 session is 30th April, 2026 and for
July 2026 session is 31st October, 2026)**

MMPM-007: Integrated Marketing Communication



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPM-007
Course Title	:	Integrated Marketing Communication
Assignment Code	:	MMPM-007/TMA/January/2026
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. What is Digital Marketing? Distinguish between Digital Marketing and Traditional Marketing and also why you prefer Digital marketing over traditional marketing justify with suitable reasons of your choice?
2. Define Advertising and list the major objectives of advertising that firms do consider? What is the PRACE framework in advertising? discuss
3. Define the meaning and scope of Sales Promotion? Explain the various types of Sales Promotion techniques and their importance?
4. Define Media and discuss its importance in IMC? Explain different types of media with suitable examples?
5. Explain the Consumerism in India and also briefly discuss about Consumer Protection Act 1986? What are the key objectives of Consumer Protection act 1986?