

MS - 68

**Management Programme (MP)/
Post Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT
For
July 2025 and January 2026 Semester**

**MS - 68: MANAGEMENT OF MARKETING COMMUNICATION AND
ADVERTISING**

**(Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 68
Course Title	:	Management of Marketing Communication and Advertising
Assignment Code	:	MS - 68/TMA/JULY/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

1. Discuss how personality factors of a consumer affect the purchase decision, explain in relation to the tourism product?

2. Explain the role of research in better advertising planning and also discuss the various pre testing techniques in advertising?

3. What are the characteristics of Direct Marketing and also explain its advantages and disadvantages?

4. What a note on Legal and Ethical issues in Advertising? Explain in detail?

5. Write short notes on the following
 - a) Ad Agency Functions
 - b) Media Concepts
 - c) Promotion Mix