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MNM-021

**POST GRADUATE DIPLOMA IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS/POST
GRADUATE CERTIFICATE IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS
(PGDAIC/PGCAIC)
Term-End Examination
December, 2025**

**MNM-021 : INTEGRATED COMMUNICATION
PRACTICES**

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Explain the communication process and its components. Provide real-life examples to illustrate each stage of the process. 10+10
2. Examine the social implications of media ownership patterns in India. Discuss how ownership influences media content and shapes public discourse. Support your arguments with relevant examples from recent media events in the country. 5+15
3. Explore the need for market segmentation and its benefits in understanding diverse audience segments. Choose a product or service and propose a market segmentation strategy, detailing the criteria used. 10+10
4. Evaluate the impact of the social media revolution on Integrated Marketing Communications. Discuss how social media platforms have changed the landscape of marketing communication providing examples of brands that have successfully leveraged social media in their integrated campaigns. 15+5

5. Discuss the AIDA model and provide examples from Indian advertising campaigns that effectively utilize this model. 20
6. Explain the strategies involved in event management, focusing on marketing planning. 20
7. Discuss how advancements in technology and shifts in consumer behavior have influenced the qualities and skills required for effective personal selling. Provide examples to illustrate these changes. 10+10
8. Explore the types of direct marketing strategies, focusing on direct sales and lead generation. Discuss the considerations and challenges associated with each strategy. 15+5
9. Choose a product or service and outline the steps involved in conducting marketing research to support a significant marketing decision related to that product or service. 20

10. Write short notes on any *two* of the following :

10+10

- (a) Qualitative research approaches
- (b) Distinguish between rational and emotional motives
- (c) Strategies for attracting traffic to an internet site
- (d) Trade promotions

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