

No. of Printed Pages : 4

**MNM-026**

**POST GRADUATE DIPLOMA IN  
ADVERTISING AND INTEGRATED  
COMMUNICATIONS/POST  
GRADUATE CERTIFICATE IN  
ADVERTISING AND INTEGRATED  
COMMUNICATIONS  
(PGDAIC/PGCAIC)**

**Term-End Examination**

**December, 2025**

**MNM-026 : INTEGRATED CAMPAIGN  
PLANNING**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

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1. Discuss the following core concepts of Media Literacy: “Messages are constructed”, “Media have embedded values” and “Messages are organized to gain power.” Select a specific advertisement and analyze it through the lens of these core concepts.  
 $15+5=20$
2. Analyze the role of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 in India and its implications for public relations practitioners working with digital news media platforms.  $20$
3. Explain the role of media planning software in modern integrated campaign planning. Provide examples of popular media planning software and their features.  $5+15=20$
4. Compare and contrast Internet advertising with traditional advertising methods. Provide examples of how businesses have integrated both traditional and digital media into their advertising strategies.  
 $10+10=20$

5. Describe the stages involved in planning and executing an advertising campaign. Discuss each stage, from campaign concept development to post-campaign analysis, and explain their significance in campaign success. 20
6. Explore the concept of "Transmedia Branding" and its relevance in contemporary marketing. Discuss how brands can tell cohesive stories across multiple media channels to create immersive and engaging experiences for consumers. 10+10=20
7. Define social marketing and discuss its various types and key features. Provide examples of campaigns that effectively addressed social issues using the principles of social marketing. 10+10=20

8. Discuss how Grassroot communication serves as a vital tool for social change, community engagement, and mobilization. Give examples of successful Grassroot communication initiatives that effectively fulfilled these functions. 10+10=20
9. Investigate the role of media partnerships in Public Service Campaigns. Explain how collaboration with media outlets enhances the reach and effectiveness of PSAs. 20
10. Write short notes on any *two* of the following : 10+10=20
- (a) Media Richness Theory
  - (b) Consumer Protection in India
  - (c) The 4Cs of Marketing
  - (d) Push-And-Pull Communication Strategy

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