

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

Term-End Examination

June, 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. Compare and contrast quantitative and qualitative research approaches in mass communication. Provide examples of

situations where each approach would be most appropriate. 20

2. Explain the relationship between media and society. How does media influence culture and social norms ? 20
3. Describe some of the challenges organizations face when it comes to marketing communication. How can they overcome these challenges ? 10+10
4. How can the findings of marketing research be used to develop effective marketing strategies ? Discuss with examples. 20
5. What are the duties and responsibilities of a Public Relations Officer ? What skills one must possess to be a good PRO ? 10+10
6. What is cyber marketing ? Throw light on the limitations and disadvantages of cyber marketing. 5+15
7. For effective management of consumer promotion, what are the checkpoints that need consideration by the sales promotion managers ? Elaborate. 20

8. What is the importance of packaging of marketing a product ? What are the criterion to decide packaging design ? 10+10
9. Discuss in detail a 'Below the Line' advertisement that you have come across recently. Critically evaluate this ad, in terms of impact and ethics. 20
10. Write short notes on any *two* of the following : 10+10
- (a) Media Convergence
 - (b) Rational Motives
 - (c) PEST Analysis
 - (d) Missionary Selling

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