

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

Term-End Examination

June, 2025

MNM-023 : ADVERTISING

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. Discuss the salient issues in advertising, principles and practices. Elaborate with an example, the application of these principles to contemporary advertising campaigns.

10+10

2. Analyse Maslow's Hierarchy of Needs and discuss how it can be used to guide the development of effective advertising campaigns. Provide examples to support your answer. 20
3. Discuss the basic principles of agency-media relationship and explain how they can be applied to create successful advertising campaigns. 15+5
4. Describe the ideation process for creating an ad campaign, using examples from any *two* famous Indian campaigns. 10+10
5. What are the different types of advertising strategies ? Provide examples for each. 20
6. Describe the elements of creative advertising copy. How do these elements contribute to the overall effectiveness of an advertisement ? 15+5
7. Explain the need for advertising laws in India. Discuss the Indian laws that relate to women in advertising and their implications on advertisers. 5+15
8. Describe the key elements of an international advertising strategy. How do they differ from a domestic advertising strategy ? 10+10

9. Choose any recent popular advertisement. Critically analyse it in terms of the appeals used, the target audience and the media it covered. For each, suggest an alternative approach. 20
10. Write short notes on any **two** of the following : 10+10
- (a) Deceptive Advertising
 - (b) Blue tick Insta pages
 - (c) The Branding Pyramid
 - (d) Galvanic Skin Tests

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