

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

Term-End Examination

June, 2025

**MNM-026 : INTEGRATED CAMPAIGN
PLANNING**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

(iii) The internal division of each question is indicated beside it.

1. Analyse the impact of mass media policies on the media landscape in India, and its influence on the strategies for integrated campaign planning. 10+10
2. Discuss the external and internal forces shaping the Indian consumer environment. How should these be considered when developing integrated campaigns ? 15+5
3. Evaluate the role of the Internet as an evolving advertising medium. How has it transformed consumer engagement and media planning strategies ? 5+15
4. Explain how the digital age has influenced the marketing strategies. Discuss the implications of these changes for integrated media campaigns. 10+10
5. Discuss the significance of campaign planning research in the development of integrated campaigns. How does research influence decision-making in campaign strategy ? 10+10

6. Explain the importance of integrated communication strategies in the execution of successful campaigns. Provide examples to support your answer. 15+5
7. Analyse the role of advocacy, communication and social mobilisation in social sector campaigns. How can these elements be effectively integrated into a campaign ? 15+5
8. Discuss the process of designing public service campaigns. What challenges are faced and how can they be addressed through integrated campaign planning ? 10+5+5
9. Design an integrated campaign to promote a public health initiative in India. Outline your media selection, scheduling and messaging strategies across various platforms. Justify your choices based on the concepts learned. 20

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

10+10

- (a) Media literacy and its impact on consumer behavior
- (b) Key characteristics of effective media planning
- (c) Social marketing communication and its relevance in India
- (d) Rebranding strategies across different media platforms

× × × × ×