

# **BACHELOR DEGREE IN JOURNALISM AND DIGITAL MEDIA (BAJDM/BAFJDM)**

## **Assignment: 2025-2026**

### **Course Codes**

**BNM021, BNM022,  
BNM023, BNM024,  
BNM025, BNM026  
BNM027, BNM028  
BNM029 & BNM030**

### **Last Date of Submission of Assignments to the Study Centre**

**For December TEE - September 30, 2025**

**For June TEE - March 31, 2025**



**School of Journalism and New Media Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi - 110 068**

Dear Learner,

You must submit one Assignment in each of the eight theory course of the First Year BAJDM programme. The last date of submission is given against each Assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre** within the stipulated time to be eligible to appear in the term-end examination.

You must mention your **Enrolment Number, Name, Address, Assignment Code and Study Centre Code** on the first page of the Assignment. You must obtain and retain a **receipt from the Study Centre** for the assignments submitted. It would be advisable to retain a photocopy of the assignments with you.

After evaluation, the Centre will send the marks obtained by you to SED at IGNOU, New Delhi.

## **Guidelines for doing Assignments**

Attempt all questions given in each of the assignments as instructed. You will find it helpful to keep the following points in mind:

**Planning:** First, read the study material carefully, attend teleconferencing sessions and interactive radio counselling sessions conducted for the programme; if required, you can obtain details from the Study Centre/Regional Centre, and then read the assignments carefully. Go through the units on which they are based. Make some points regarding each question and then rearrange them in a logical order.

**Organisation:** Draw a rough outline of your answer. Be analytical in selecting the information for your answer. Give adequate attention to the introduction and the conclusion. Make sure that the answer:

- is logical and coherent;
- has a proper flow of information in sentences and paragraphs; and
- is written correctly, giving adequate consideration to your expression, style and presentation.

**Presentation:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Prof. K S Arul Selvan, Dr. Shikha Rai & Dr. Amit Kumar  
Programme Coordinators -  
BAJDM SOJNMS, IGNOU,  
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# **BNM-030: Persuasive Communication Strategies**

## **Assignment 01**

**31st March 2025 / 30th September 2025**

**(Due Date: Please check the website for the latest update on the due date)**

**Assignment Code: BNM-030/Jan25/July 25**

**Maximum Marks: 100**

**Note: Answer all FIVE questions. All questions carry equal marks.**

1. Write a report on the integrated communication strategy of a popular brand or campaign (e.g., Amul, Swiggy, Nike). Highlight how it effectively combines advertising, public relations, and online branding techniques. (500 words | 20 marks)
2. Select a product or service of your choice and create an advertising plan. Include the target audience, type of media used, appeals, and evaluation methods. (500 words | 20 marks)
3. Analyse the social media branding strategy of a well-known influencer or company. Include their use of platforms, content style, and engagement techniques, and suggest areas for improvement. (500 words | 20 marks)
4. Answer any two of the following questions: (250 words | 10 marks each)
  - a. Identify an example of a crisis faced by an organisation. Evaluate the public relations strategy used to manage the crisis and suggest alternative approaches.
  - b. Explain the role of advertising research in measuring campaign effectiveness. Include examples of tools or metrics used for evaluation.
  - c. Discuss the importance of market segmentation in designing a successful marketing communication strategy. Provide a case study to illustrate your answer.
5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)
  - A. Characteristics of Integrated Marketing Communication (IMC)
  - B. Types of Advertising Appeals
  - C. Functions of a Public Relations Officer (PRO)
  - D. Role of Crisis Communication in Brand Reputation
  - E. Essentials of Social Media Branding
  - F. Impact of Blogging on Digital Marketing Strategies
  - G. Difference Between Advertising and Public Relations
  - H. Structure of a Full-Service Advertising Agency
  - I. Perception Management and its Relevance in Modern Branding
  - J. Tools for Measuring Online Brand Engagement