

**POST GRADUATE DIPLOMA
IN
ADVERTISING AND INTEGRATED COMMUNICATIONS
PGDAIC – FIRST SEMESTER =
PGCAIC (POST GRADUATE CERTIFICATE IN ADVERTISING AND
INTEGRATED COMMUNICATIONS)**

**ASSIGNMENTS
JANUARY AND JULY 2025 CYCLE**

MNM-021

MNM-022

MNM-023

MNM-024

**SCHOOL OF JOURNALISM & NEW MEDIA STUDIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068**

PGDAIC/PGCAIC ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MNM-021, MNM-022, MNM-023, MNM-024). Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

You need to submit these assignments, to be eligible to attempt your Term End Examinations in June or December 2025. These assignment questions aim to bridge theoretical concepts with practical applications in the actual working context, encouraging you to apply your knowledge to real-world scenarios.

The last date of the submission is given against each of the assignments. Please note that you have to submit these assignments to the Program Coordinator or Coordinator of your Study Centre within the stipulated time for being eligible to appear in the Term-End Examinations in the respective Course. You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the first page of the Assignment.

As this is a new Program, **please send all your Assignments to your Program Coordinator**

Post your Handwritten Assignments to:

Dr. Padmini Jain

Program Coordinator PGDAIC, School of Journalism and New Media Studies. Block 15 A. IGNOU. New Delhi -110068

It would be advisable to retain a photocopy of the assignments with you in case of any postal misplacement. Please keep a record with you.

The marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi. These marks will form 30% of your final results

Guidelines for writing the Assignments

Attempt all questions given in each assignment as instructed.

You may find it useful 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 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.
- **Organising:** Draw a rough outline of your answer. Be analytical in your selection of the information for your answer. Give adequate attention to the introduction and the conclusion. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Dr. Padmini Jain

Programme Coordinator

Email: padminijain@ignou.ac.in

MNM021 Integrated Marketing Communications

Course Code:	MNM-021
Assignment:	02
Due Date:	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
Assignment Code:	MNM-021/Jan/July 2025
Total Marks:	100
Weightage:	30% weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)
Write each answer in about 500 words
Try to include real life examples from around you, in your answers.

Questions:

Question.1 Communication Process Analysis

Select a recent advertisement campaign from an Indian company. Describe its communication process using the SMCR model. Discuss the sender, message, channel, receiver, and feedback.

Question.2 Marketing Research Application

Conduct a small-scale survey in your locality or online to understand consumer preferences for a product category (e.g., snacks, beverages). Analyze the results and present how this information could help a marketer.

Question.3 Cyber Marketing Observation

Observe the digital presence of a popular Indian e-commerce website (e.g., Flipkart or Nykaa). Analyze its social media, website layout, and online marketing tactics.

Question.4 Sales Promotion and Direct Marketing

Study a recent sales promotion or direct marketing campaign in India (e.g., Flipkart's Big Billion Days). Discuss the techniques used and their impact on consumer behavior.

Question.5 Media's Role in Society

With reference to current events, evaluate how media has shaped public opinion on a recent national or international issue.