

**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

**MNM022      Consumer Behaviour**

<b>Course Code:</b>	<b>MNM-022</b>
<b>Assignment:</b>	02
<b>Due Date:</b>	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
<b>Assignment Code:</b>	MNM-022/Jan/July 2025
<b>Total Marks:</b>	100
<b>Weightage:</b>	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      Application of Consumer Behaviour Models**

Combine concepts from **Unit 1** (Nature and Scope) and **Unit 3** (Models of Consumer Behaviour) to analyze the purchase journey of a consumer buying a high-value product (e.g., a car or smartphone). Map the decision-making process using relevant consumer behavior models.

**Question.2      Personality and Motivation in Buying Decisions**

With references to **Unit 5** (Personality and Self-Concept) and **Unit 8** (Motivation and Involvement), conduct a case study of two individuals with contrasting personalities. Analyze how their motivations differ when purchasing a similar product.

**Question.3      Cultural and Group Dynamics**

Combine **Unit 10** (Group Dynamics) and **Unit 12** (Cultural and Sub-Cultural Influences) to analyze how regional cultural festivals like Diwali or Pongal affect group buying behaviors for gifting items.

**Question.4      Role of Marketing Communication in the Buying Journey**

Integrating insights from **Unit 14** (Information Processing) and **Unit 15** (Alternative Evaluation), evaluate the effectiveness of a recent Indian digital campaign (e.g., Swiggy or Zomato) in guiding customers through the buying process.

**Question.5      Consumer Behaviour Strategy for a New Market**

Based on **Units 4 (Organizational Buying)** and **Unit 15**, design a communication strategy for a small business entering a new market segment. Highlight how understanding individual and group influences aids in crafting effective messages.