

**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

**MNM023      Aadvertising**

<b>Course Code:</b>	<b>MNM-023</b>
<b>Assignment:</b>	02
<b>Due Date:</b>	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
<b>Assignment Code:</b>	MNM-023/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      Role of Advertising Principles in Real-Life Campaigns**

Choose an Indian advertising campaign you find impactful (e.g., Cadbury’s “Kuch Meetha Ho Jaye”). Analyze how the campaign applies advertising principles such as persuasion, brand communication, and consumer connection.

**Question.2      Ad Agency Functions Study**

Research a prominent Indian advertising agency. Analyze its structure, major campaigns, and the role it plays in managing client relationships and executing campaigns.

**Question.3      Indian Language Advertising Study**

Analyze an advertisement in a regional language. Discuss how cultural nuances and language play a role in its effectiveness in connecting with its audience.

**Question.4      Advertising Research Application**

Conduct a small-scale survey among friends and family to understand consumer perceptions of a popular brand (e.g., Amul or Reliance Jio). Present insights and suggest how the brand can leverage this research for future campaigns.

**Question.5      Global vs. Local Advertising**

Compare an international advertisement of a global brand (e.g., Coca-Cola) with its localized Indian version. Highlight the differences in messaging, cultural adaptation, and appeal strategies.