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MNM-021

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

Term-End Examination

December, 2024

**MNM-021 : INTEGRATED COMMUNICATION
PRACTICES**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. Discuss the role of media in the social construction of reality. Provide examples of how media can shape our perceptions and beliefs about different social issues. 10+10=20

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2. Discuss the different factors that have led to changes in media ownership patterns globally and in India. How have these changes affected the media industry and the wider society ?

15+5=20

3. Describe the different types of audience segmentation and their benefits for impactful objective setting. 20

4. How has the social media revolution affected IMC ? What are some of the challenges and opportunities created by social media ?

5+15=20

5. Elaborate upon the DAGMAR Model of advertising, with suitable examples and a flowchart. 20

6. Explain in detail the concept of Sustainable Event Management (SEM), highlighting its applications and utility. 20

7. Discuss the different kinds of selling positions prevalent in Indian companies. Relate the types of salesperson suited for each. 10+10=20

8. Identify the characteristics of direct marketing, as different from other promotional methods. Discuss a specific situation where direct marketing is more beneficial than advertising.

15+5=20

9. Design a marketing communication strategy to promote a newly launched play school in your area. Use all the elements of integrated communications and tell how each will contribute to your objective of attracting more admissions to the school.

20

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

10+10=20

- (a) Hypothesis
- (b) Secondary Data
- (c) SEO Marketing
- (d) Sales Promotion Evaluation

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