

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

Term-End Examination

December, 2024

MNM-023 : ADVERTISING

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. Outline different stages advertising has gone through from early period of town criers to modern interactive virtual platforms. Trace the important milestones. 20

2. What is puffery in advertising and how is it different from misleading advertising ? Give examples of both. 10+10=20
3. Analyze the organizational structure of advertising agencies and discuss the functions of the different departments within an advertising agency. 20
4. Compare and contrast the roles of account planning and client servicing within an advertising agency. How do these roles overlap and what are some key differences between them ? Discuss. 20
5. Explain the concept of brand equity and its importance in creating a sustainable brand, with appropriate examples. 20
6. What are the different types of advertising campaigns ? Discuss the advantages and disadvantages of each type and provide examples of when each type might be appropriate. 20

7. How has development communication in regional languages contributed to the growth of language advertising ? Give suitable examples, from the Indian context. 20
8. Explain the role of regulatory bodies in advertising in India and discuss the goals of the Advertising Agencies Association of India (AAAI). 10+10=20
9. Pick any recent advertising campaign of your choice. Analyze its presence across various mediums. Critically evaluate the use of these media as per the target audience of this brand. 20
10. Write short notes on any **two** of the following : 10+10=20
- (a) Social functions of Advertising
 - (b) Client-agency relationship
 - (c) Writer's Block
 - (d) Principles of Design

x x x x x x x