

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

Term-End Examination

December, 2024

MNM-026 : INTEGRATED CAMPAIGN PLANNING

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

(iii) *The internal division of each question is indicated beside it.*

1. Explain the core concepts and significance of media literacy. How does media literacy contribute to the effectiveness of integrated campaigns ? 15+5
2. Examine the unique characteristics of the Indian consumer environment and discuss how these characteristics influence integrated campaign strategies. Give relevant examples.

5+10+5

3. Explain the key concepts, characteristics and issues involved in media planning and its contribution to the success of integrated campaigns. 15+5
4. Compare and contrast the strategies for media selection, planning and scheduling in traditional *vs.* digital media. Cite suitable examples. 20
5. Evaluate the role of the Internet as an advertising medium. Discuss how the Internet has transformed media planning and integrated campaigns. 10+10
6. Discuss the impact of digital advancements on the marketing mix and how it influenced the strategies for integrated media campaigns. 15+5
7. Explain how persuasive appeals and color psychology are utilised in integrated campaigns. Give relevant examples. 20
8. Discuss the role of social marketing communication in promoting social causes. How can integrated campaigns be designed to effectively address social issues ? Give suitable examples. 10+10

9. Develop a campaign plan for rebranding a well-known Indian brand across different media platforms. Your plan should include strategies for integrating communication across these platforms. 20
10. Write short notes on any *two* of the following : 10+10
- (a) Advocacy, communication and social mobilisation
 - (b) Grassroots communication strategies
 - (c) Designing public service campaigns
 - (d) Campaign planning research

[4]

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