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MNM-023

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

Term-End Examination

December, 2025

MNM-023 : ADVERTISING

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Analyze the impact of Outdoor Advertising on consumer behaviour and brand communication, citing specific examples. Discuss potential future trends in Outdoor Advertising. 15+5

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2. Classify advertising based on the criterion of media, purpose and target audience. Provide examples for each classification.
10+10
3. Examine the organisational structure of advertising agencies, highlighting the significance of each department. Illustrate the collaborative functions of these departments.
20
4. Explore the process of ideation in advertising, focusing on how to generate creative concepts for ads. Discuss the strategies employed by copywriters for developing innovative ideas.
15+5
5. Define and explain the components of brand communication, including brand equity, brand positioning and brand diversity, with suitable examples.
20
6. Compare the advantages and limitations of pre-testing and post-testing techniques in advertising research.
20

7. Discuss the technological advancements that facilitated local language content in digital advertising. Provide examples of successful digital advertising campaigns that leveraged technology for local language content and effectively used creative story telling to connect with audiences. 10+10
8. Evaluate the Information Technology Act in India and their impact on digital advertising. 20
9. Discuss the challenges and opportunities that arise in contemporary Account Management. Provide examples of innovative approaches taken by Account Management professionals in response to evolving client needs and market dynamics. 20
10. Write short notes on any *two* of the following : 10+10
 - (a) Economic roles of Advertising
 - (b) Agency-Media Relationship
 - (c) The 5M's of Advertising
 - (d) Consumer Protection Act

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