

No. of Printed Pages : 3

MNM-021

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

Term-End Examination

June, 2025

**MNM-021 : INTEGRATED COMMUNICATION
PRACTICES**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Compare and contrast quantitative and qualitative research approaches in mass communication. Provide examples of

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situations where each approach would be most appropriate. 20

2. Explain the relationship between media and society. How does media influence culture and social norms ? 20
3. Describe some of the challenges organizations face when it comes to marketing communication. How can they overcome these challenges ? 10+10
4. How can the findings of marketing research be used to develop effective marketing strategies ? Discuss with examples. 20
5. What are the duties and responsibilities of a Public Relations Officer ? What skills one must possess to be a good PRO ? 10+10
6. What is cyber marketing ? Throw light on the limitations and disadvantages of cyber marketing. 5+15
7. For effective management of consumer promotion, what are the checkpoints that need consideration by the sales promotion managers ? Elaborate. 20

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8. What is the importance of packaging of marketing a product ? What are the criterion to decide packaging design ? 10+10
9. Discuss in detail a 'Below the Line' advertisement that you have come across recently. Critically evaluate this ad, in terms of impact and ethics. 20
10. Write short notes on any *two* of the following : 10+10
 - (a) Media Convergence
 - (b) Rational Motives
 - (c) PEST Analysis
 - (d) Missionary Selling

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