

**POST GRADUATE DIPLOMA IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS/
POST GRADUATE CERTIFICATE IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS
(PGDAIC/PGCAIC)
Term-End Examination
June, 2026**

**MNM-021 : INTEGRATED COMMUNICATION
PRACTICES**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks
(20 marks).

1. Discuss the ethical considerations that researchers need to address in advertising and communication research. Provide examples of potential ethical dilemmas and how they can be navigated to ensure the integrity of the research process. 10+10

2. Evaluate the emergence of social networking sites and their impact on society. Discuss both positive and negative aspects, drawing examples to illustrate the influence of these platforms on communication, information dissemination, and social dynamics. 5+15
3. Discuss the scope of marketing communication, emphasizing its role in building brand awareness, enhancing customer relationships, and supporting overall business objectives. 20
4. Analyze the significance of data analysis in marketing research. Discuss various data analysis techniques and their applications, providing examples to illustrate how effective data analysis contributes to informed decision-making. 5+15
5. Examine the duties and responsibilities of a Public Relations Officer. 20
6. Evaluate the impact of Cyber Marketing on consumer behavior. Discuss how digital marketing techniques influence purchasing decisions and brand perceptions. Provide examples to support your analysis. 5+10+5

7. Discuss the methods for measuring the performance of sales promotions. Choose a product or service from India and analyze the effectiveness of a recent sales promotion campaign, highlighting the key performance indicators and outcomes. 10+10
8. Discuss the role of point of purchase (POP) in retail, across various retail formats. 20
9. Examine the advertising techniques, including Above the Line, Below the Line, and Through the Line advertising. Choose a product launch scenario and propose a comprehensive advertising strategy, incorporating these techniques, to effectively reach and engage the target audience. 20
10. Write short notes on any *two* of the following : 10+10
 - (a) Barriers to communication
 - (b) Media integration
 - (c) SWOT
 - (d) Qualities of a good salesperson

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