

No. of Printed Pages : 3

MNM-023

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

Term-End Examination

June, 2026

MNM-023 : ADVERTISING

Time : 3 Hours

Maximum Marks : 100

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

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

1. Discuss the meaning and nature of advertising, emphasizing its role as a communication process. Provide examples of

recent advertising campaigns that reflect the evolving nature of communication in advertising. 10+10

2. Enumerate the different types of advertising appeals. Provide examples of successful advertising campaigns that effectively used emotional, rational, and fear-based appeals.

10+10

3. Explore the elements that constitute a good client-agency relationship. Discuss the do's and don'ts from both the client and agency perspectives. 20

4. Discuss the qualities that make a good Client Servicing professional and how these qualities contribute to building strong and lasting client-agency relationships. 10+10

5. Explore the need for advertising strategy, focusing on the SWOT analysis as a tool for formulating effective strategies. 20

6. Examine the principles of design in a creative copy and their significance in capturing audience attention. 15+5

7. Discuss the goals and functions of Advertising Standards Council of India (ASCI) and the need for advertising regulation. Illustrate with examples how ASCI has addressed ethical issues in advertising. 20
8. Discuss how cultural, economic, and regulatory factors impact the development and execution of international advertising campaigns, citing appropriate examples. 10+10
9. How do the international regulations on advertising influence advertising practices globally. Provide examples of instances where international regulations have impacted advertising campaigns. 20
10. Write short notes on any *two* of the following : 10+10
 - (a) OOH Advertising
 - (b) Brand Sustenance
 - (c) Triple Association Tests
 - (d) Surrogate Advertising

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