

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

**MNM-026 : INTEGRATED CAMPAIGN
PLANNING**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Explore the distinctions between public, crowd, group, mass, and audience, emphasizing, with suitable examples, the characteristics that differentiate them. 20

2. Analyze the processes of media scheduling and media buying, emphasizing their impact on campaign success. 10+10
3. Evaluate the advantages and disadvantages of internet advertising, and analyze its effectiveness in reaching target audiences, providing appropriate examples. 20
4. Decode the marketing mix by contrasting the traditional 4 Ps with the modern 4 Cs. Evaluate how these concepts adapt to the digital age marketing. 10+10
5. Explain the significance of maintaining brand consistency across various media platforms. Illustrate your points with examples from the current media landscape. 20
6. Compare and contrast the different types of integrated communication strategies highlighting their specific applications and benefits in diverse communication scenarios. 15+5

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7. Explore the social marketing planning process, including situation analysis, issue analysis, and program analysis. 20
8. Define the key parameters and indicators used to measure the success and impact of ACSM initiatives, with examples of effective campaigns. 20
9. Discuss the concept and significance of Grassroots communication, emphasizing its functions and relevance in the current socio-cultural and political context. Illustrate with real-world examples how Grassroots communication plays a pivotal role in engaging communities and fostering positive social change. 15+5
10. Write short notes on any *two* of the following : 10+10
 - (a) Constructed messages
 - (b) Ethos, pathos and logos
 - (c) SMART objectives
 - (d) Difference between PSA and Commercial Advertising

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