ASSIGNMENT

Course Code	**:**	**MMPM-007**
Course Title	**:**	**Integrated Marketing Communication**
Assignment Code	**:**	**MMPM-007/TMA/January/2026**
Coverage	**:**	**All Blocks**

Note: **Attempt all the questions and submit to the coordinator of your study centre**. **Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.**

1. What is Digital Marketing? Distinguish between Digital Marketing and Traditional Marketing and also why you prefer Digital marketing over traditional marketing justify with suitable reasons of your choice?

2. Define Advertising and list the major objectives of advertising that firms do consider? What is the PRACE framework in advertising? discuss

3. Define the meaning and scope of Sales Promotion? Explain the various types of Sales Promotion techniques and their importance?

4. Define Media and discuss its importance in IMC? Explain different types of media with suitable examples?

5. Explain the Consumerism in India and also briefly discuss about Consumer Protection Act 1986? What are the key objectives of Consumer Protection act 1986?

1. What is Digital Marketing? Distinguish between Digital Marketing and Traditional Marketing and also why you prefer Digital marketing over traditional marketing justify with suitable reasons of your choice?

Answer

Digital marketing means promoting products, services, brands or ideas through digital technologies and internet-based channels. It includes websites, search engines, social media, email, mobile apps, online video, display advertising and other digital platforms. Unlike one-way mass communication, digital marketing can connect a firm with selected customers, allow immediate response and generate data about customer behaviour. It can be used for creating awareness, generating enquiries, making online sales, providing service and maintaining long-term relationships.

Main differences

Basis	Digital marketing	Traditional marketing
Main channels	Search engines, websites, social media, email, apps and online video	Television, radio, newspapers, magazines, outdoor media and printed material
Targeting	Audience can be selected by location, age, interest, search behaviour and other relevant criteria	Usually reaches a broader audience with less individual-level targeting
Communication	Mostly interactive and can support comments, clicks, chats, reviews and direct response	Mostly one-way communication from the advertiser to the audience
Measurement	Clicks, impressions, leads, conversions and cost can be tracked quickly	Impact is often estimated through circulation, ratings, reach studies or later sales response
Speed of change	Campaigns, budgets and messages can be changed almost immediately	Changing a printed, outdoor or broadcast campaign may take more time and money
Cost flexibility	Can start with a small budget and scale according to results	Many mass-media options need higher minimum spending
Personalisation	Messages and offers can be adapted for different customer groups	The same message is commonly shown to a large audience