M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2026 and July 2026 Cycle)

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

MJM-029: ADVERTISING AND PUBLIC RELATIONS

Course Code: MJM-029

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Assignment Code: MJM-029/Jan26/Jul26

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*
Attempt each question in about 600 words

1. Conduct research on a popular Indian FMCG product. Segment its target audience based on geographic, demographic, psychographic, and behavioral criteria. Present your findings in a short report.

2. Create an imaginary advertisement for a new eco-friendly product. Write a brief detailing the roles of various departments in an advertising agency (e.g., creative, client servicing, and media planning) to execute your campaign.

3. Examine a crisis faced by any brand (e.g., Maggi's lead content controversy). Discuss the steps the brand took to manage its reputation and what lessons can be learned about crisis communication strategies.

4. Research the CSR activities of an Indian company (e.g., Infosys, Reliance, or ITC). Critically evaluate how the company uses CSR to build its corporate image and strengthen stakeholder relationships.

5. Draft a press release for the launch of an innovative startup in your city. Highlight the key elements of effective public relations writing.

1. Conduct research on a popular Indian FMCG product. Segment its target audience based on geographic, demographic, psychographic, and behavioral criteria. Present your findings in a short report.

Answer

For this report, I have selected Amul Butter, one of the best-known packaged dairy products in India. Amul is marketed by the Gujarat Cooperative Milk Marketing Federation (GCMMF), which has a very wide retail network and a product portfolio that reaches consumers across the country. Amul Butter is useful for a segmentation study because it is not a niche item. It is bought for breakfast, cooking, baking, snacks, restaurant use and family consumption, and the brand has been present in Indian households for decades. The segmentation below is based on the product's mass-market positioning, retail availability, usage occasions and the kind of value it offers to consumers.

Product and market context

Amul Butter is positioned around taste, familiarity, quality and trust. It is a refrigerated FMCG product, so distribution quality and access to cold-chain retail are important. The brand benefits from Amul's national distribution network, its long association with everyday dairy consumption and a memorable advertising personality. The product is available in multiple pack sizes, which helps it serve both household buyers and institutional users. Unlike a premium imported spread, it is designed for broad consumption and can be used in a wide range of Indian food habits, from bread and paratha to pav bhaji, sandwiches and bakery products.

Target audience segmentation

Segmentation basis	Main audience segments	Why they are relevant
Geographic	Metro cities, tier-2 and tier-3 cities, semi-urban markets, and retail clusters with reliable refrigeration	The product has national appeal, but frequent purchase is easier where cold-chain retail and modern or organised neighbourhood stores are available.