

**POST GRADUATE DIPLOMA  
IN  
ADVERTISING AND INTEGRATED COMMUNICATIONS  
PGDAIC – SECOND SEMESTER**

**ASSIGNMENTS**

**JANUARY AND JULY 2026 CYCLE**

MNM-025

MNM-026

MNM-027

**SCHOOL OF JOURNALISM & NEW MEDIA STUDIES  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI-110068**

## PGDAIC ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MNM-025, MNM-026, MNM-027). Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

You need to submit these assignments, to be eligible to attempt your Term End Examinations in June or December 2026. These assignment questions aim to bridge theoretical concepts with practical applications in the actual working context, encouraging you to apply your knowledge to real-world scenarios.

The last date of the submission is given against each of the assignments. Please note that you have to submit these assignments to the Coordinator of your Study Centre within the stipulated time for being eligible to appear in the Term-End Examinations in the respective Course. You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the first page of the Assignment.

As this is a new Program, please send all your Assignments to your Program Coordinator  
**Post your Handwritten Assignments to:**

**Dr. Padmini Jain**

**Program Coordinator PGDAIC, School of Journalism and New Media Studies. Block 15 A. IGNOU. New Delhi -110068**

It would be advisable to retain a photocopy of the assignments with you in case of any postal misplacement. Please keep a record with you.

The marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi. These marks will form 30% of your final results.

### Guidelines for writing the Assignments

Attempt all questions given in each assignment as instructed.

You may find it useful to keep the following points in mind:

- **Planning:** First read the study material carefully, attend Teleconferencing Sessions and Interactive Radio Counseling Sessions conducted for the programme; if required you can obtain details from Study Centre/Regional Centre) and then read the assignments carefully. Go through the units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- **Organising:** Draw a rough outline of your answer. Be analytical in your selection of the information for your answer. Give adequate attention to the introduction and the conclusion. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,  
Dr. Padmini Jain  
Programme Coordinator  
Email: padminijain@ignou.ac.in

## MNM025    ONLINE BRAND MANAGEMENT

|                         |   |
|-------------------------|---|
| <b>Course Code:</b>     | <b>MNM-025</b>  |
| <b>Assignment:</b>      | 01  |
| <b>Due Date:</b>        | <b>March 31, 2026</b> – Jan cycle & <b>Sept.30, 2026</b> – July cycle |
| <b>Assignment Code:</b> | MNM-025/Jan/July 2026   |
| <b>Total Marks:</b>     | 100   |
| <b>Weightage:</b>       | 30% Weightage in the final result                                     |

**Note:** Answer all the questions.  
Each Question carries equal marks. (20 each)  
Write each answer in about 500 words  
Try to include real life examples from around you, in your answers.

### Questions:

#### **Question 1**

Brands such as **Zomato, Swiggy, or Cred** have developed strong and distinctive online identities through tone of voice, visual style, and platform-specific communication.

Analyse any one such brand to examine how **brand image, brand identity, and brand personality** are created and sustained in the online environment.

*(Relevant Units: Unit 1 – Branding: Image & Identity; Unit 2 – Brand Positioning)*

#### **Question 2**

Online consumer reviews and social media conversations play a decisive role in shaping brand perception today.

Select any one brand that has faced **negative online reviews or social media backlash** in recent times and analyse how these conversations affect brand equity and online brand positioning.

*(Relevant Units: Unit 3 – Brand Equity; Unit 6 – Social Media & Branding)*

#### **Question 3**

Influencer marketing has become a key branding strategy for categories such as beauty, fitness, finance, and technology in India.

Analyse any one **influencer-led branding campaign** and examine how

advocacy, credibility, and interactivity contribute to online brand building.

*(Relevant Units: Unit 7 – Influencer Marketing & Blogging; Unit 8 – Interactivity & Convergence)*

#### **Question 4**

Digital-first advertising campaigns by brands such as **Nykaa, Boat, Mamaearth, or Meesho** rely heavily on online advertising tools and hybrid media strategies. Analyse any one such campaign and discuss how online advertising formats and digital integration strengthen brand visibility and engagement.

*(Relevant Units: Unit 9 – Online Advertising Trends; Unit 10 – Tools of Online Advertising; Unit 11 – Hybrid Advertising)*

#### **Question 5**

In recent years, brands have increasingly faced **online reputation challenges**, including misinformation, customer complaints, or viral criticism.

Select any one recent case and analyse how **digital public relations tools** are used to manage brand reputation and issues in the online space.

*(Relevant Units: Unit 13 – Digital PR; Unit 15 – Reputation Management; Unit 16 – Issue Management)*

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Note: You are encouraged to use **self-experiences, observations, and real-life situations in your answers** and to clearly relate them to concepts discussed in the relevant units.

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