

No. of Printed Pages : 3

MNM-025

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

Term-End Examination

December, 2024

MNM-025 : ONLINE BRAND MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

(iii) The internal division of each question is indicated beside it.

1. Discuss the importance of brand positioning in the digital era. How does online brand positioning differ from traditional brand positioning ? 10+10

2. Explain the concept of brand equity. How can online platforms be used to enhance brand equity ? Provide examples to support your answer. 5+10+5
3. How do brands utilise social media platforms to create and maintain a strong brand image ? 20
4. Discuss the challenges and opportunities of influencer marketing in online brand management. How can brands effectively collaborate with influencers ? 15+5
5. Explain the significance of digital public relations (PR) in online brand management. How does it contribute to managing a brand's reputation ? 15+5
6. Describe the tools and techniques used in online advertising. How can these tools be integrated into a brand's overall marketing strategy ? 10+10
7. Discuss the role of blogging as a marketing tool. List down the strategies for creating content for blog. 10+10
8. Explain the role of Search Engine Optimisation (SEO) in online brand management. How does SEO contribute to a brand's visibility and success ? 5+15

9. Case Study :

ABC Fashion, an Indian online fashion retailer, launched a new line of sustainable clothing. However, a few months after the launch, a popular environmental activist exposed that the materials used in the clothing line were not as eco-friendly as advertised. This led to a social media backlash, with customers accusing ABC Fashion of green-washing.

Questions :

- (a) Strategise ABC Fashion's response to the allegations. How should the brand handle the situation to maintain its credibility ? 10
- (b) What steps should ABC Fashion take in its future branding and communication strategy to ensure transparency and regain consumer trust ? 10

10. Write short notes on any *two* of the following :

10+10

- (a) Brand Personality
- (b) Convergence and Interactive Media
- (c) Brand Extension
- (d) Mobile Branding

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