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MNM-025

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

Term-End Examination

June, 2025

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. Explain any *two* models of brand identity. 20

2. Discuss the role of content marketing in online brand management. How does content marketing help in creating a consistent brand message ? 15+5
3. Analyse the significance of customer engagement in online brand management. How can brands effectively engage with their online communities ? 5+15
4. Discuss the challenges of maintaining brand consistency across multiple online platforms. How can brands ensure a unified brand presence ? 10+10
5. Explain the importance of measuring and analysing online brand performance. What tools and metrics are used for this purpose ? 5+15
6. Discuss the role of e-Commerce in online brand management. How can brands optimise their online stores to enhance brand value ? 10+10
7. Analyse the impact of negative online reviews on brand reputation. How should brands respond to and manage such reviews ? 10+10

8. Explain the concept of digital story-telling and its relevance to online brand management. Provide examples of successful digital story-telling campaigns.

15+5

9. **Case Study :** XYZ Electronics, a leading consumer electronics brand in India, recently faced a major PR crisis when one of its popular smartphone models was reported to have battery issues leading to overheating and, in some cases, explosions. This news spread rapidly across social media, leading to a significant drop in consumer trust and a surge in negative online reviews. The company quickly initiated a recall of the defective models and launched a digital campaign to address the issue.

Questions :

- (a) Analyse the effectiveness of XYZ Electronics' digital crisis management strategy. How could the impact be mitigated ?

10

- (b) Discuss the role of online reviews in shaping consumer perception during a crisis. How should XYZ Electronics manage and respond to the negative reviews to restore brand trust ? 10

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

10+10

- (a) Grassroots Branding Initiatives
- (b) Online Brand Loyalty Programmes
- (c) State Media and Online Brand Communication
- (d) Brand Advocacy

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