

**B. A. IN JOURNALISM AND
DIGITAL MEDIA
(BAJDM/BAFJDM)**

Term-End Examination

June, 2026

BNM-034 : DIGITAL BRAND MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Explain the concepts of brand image and brand identity. How can a company maintain consistency between the two in the digital environment ? Give suitable examples.
2. What is brand positioning ? Describe the steps involved in creating a strong positioning strategy for an online brand.

3. Discuss the concept of brand equity. How do digital platforms help in building and measuring brand equity ?
4. Explain advocacy and outreach in new media branding. How can influencers and online communities strengthen brand relationships ?
5. Describe the major tools of online advertising. Compare display advertising and search advertising with examples.
6. Explain the importance of social media campaigns and analytics in digital PR. How can brands evaluate campaign effectiveness ?
7. A local clothing startup wants to build its brand using Instagram and YouTube but has a limited budget. Suggest a digital branding strategy including positioning, content, engagement and promotion methods.

8. Write short notes on any *four* of the following : 4×5=20

- (a) Brand extension
- (b) Interactivity and convergence
- (c) Hybrid advertising
- (d) Online advertising regulations
- (e) PR tools of the internet
- (f) Big data in brand management

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