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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

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.

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

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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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