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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, 2025

MNM-025 : ONLINE BRAND MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Define the term online brand positioning.
Select a company of your choice and analyze
how it has implemented one of these
strategies to enhance its online brand
positioning. 5+5+10

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2. Discuss the challenges and strategies involved in managing brands over time. Provide examples of brands that have successfully adapted to changing market conditions and consumer preferences. 20
3. Discuss the importance of social media for branding and its role in modern brand management. Provide specific examples and insights in support of your answer. 20
4. Describe how the use of interactive media has evolved in online advertising. Provide examples of interactive advertising campaigns that have successfully engaged consumers. 10+10
5. Choose a specific industry and discuss how the tools of online advertising can be tailored to suit the advertising needs and challenges within that industry. 20

6. Analyze how the uses of digital media in advertising can be explained using the Social Power Theory and Resource Dependence Theory. 10+10
7. Discuss the concerns related to the following cyber issues that can impact online brand management. Provide real-world examples of brands facing these issues and the consequences for their brand reputation. 20
8. Discuss the role of the Internet in Public Relations, focusing on its impact on target audiences and media relations. How has the Internet transformed the way PR professionals engage with diverse audiences ? Discuss. 20
9. Discuss the concept of a 'Brand' and its role in reputation management. Analyze the advantages and disadvantages of building an online image for a brand. Provide examples of brands that have successfully built and maintained a strong online presence. 15+5

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

10+10

- (a) Characteristics of Brand
- (b) Types of Brand Extension
- (c) Influencers
- (d) Hyper targeting

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