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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, 2026

MNM-025 : ONLINE BRAND MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Discuss the characteristics of a brand and the importance of branding in the contemporary business environment. Provide examples to illustrate how successful brands have distinct

characteristics that set them apart from generic products. 10+10

2. Elaborate upon the components of brand equity, focusing on the four levels : Brand Identity, Brand Meaning, Brand Response, and Brand Resonance. Provide examples.

5×4=20

3. Discuss the key considerations and strategies for planning successful online outreach initiatives, with appropriate examples 20

4. Define interactive media and discuss its various forms in the context of online advertising. Provide examples. 5+15

5. Trace the evolution of online advertising, highlighting key milestones and technological advancements that have shaped the landscape. 20

6. Explore how brands can leverage online platforms to strengthen their presence and engage with the audience through hybrid advertising. Evaluate the challenges and

opportunities associated with implementing hybrid advertising strategies. 5+15

7. Discuss the challenges and legal considerations related to promoting financial services through online platforms, with a specific focus on cryptocurrency. 20
8. Analyze the elements and components that constitute digital PR. Discuss the reasons behind the increasing adoption of digital PR strategies by organizations. 15+5
9. Examine the various tools of PR on the internet, including social media, blogs, micro-blogs, digital advertisements, and advertorials. Discuss the unique features and advantages of each tool in the context of public relations. 4×5=20
10. Write short notes on any *two* of the following : 10+10
 - (a) Brand Positioning
 - (b) Types of Brand Extension
 - (c) Digital PR
 - (d) Tagging on Social Media

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