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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, 2023

MNM-025 : ONLINE BRAND MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **five** questions. All questions carry equal marks.

1. Select a brand of your choice and evaluate the brand associations, judgments, and feelings associated with this brand. Explain how a strong brand image contributes to a brand's success and market positioning. 20
2. Define 'Brand Tracking Studies'. Describe the benefits of conducting brand tracking studies. Select a company and outline a brand tracking study that would help them assess and improve their brand equity. 5+5+10

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3. Describe the effect of brand extensions on brand equity. Identify and explain *three* ways in which brand extensions can either enhance or diminish a brand's equity. Provide examples for each. 10+10
4. Explain the key factors to consider when choosing the right social media platform for branding. Select one social media platform and elaborate on how a brand can determine if it is the right choice for their specific branding goals. 10+10
5. Discuss how bloggers can effectively integrate influencer marketing into their content strategy to benefit both their blogs and the brands they collaborate with. Provide examples of successful blogger-influencer partnerships. 20
6. Define any *five* elements of digital media. Choose *one* of these elements and discuss its significance in the context of digital advertising with examples. 5+15
7. Discuss the laws associated with influencer marketing. Provide examples of cases where brands or influencers faced legal consequences for misleading advertising practices. 10+10

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8. Outline the visible trends in Digital PR associated with New Media. Identify any *three* current trends and explain their significance. 5+15
9. Discuss the importance of story-telling in Social Media campaigns. Provide a step-by-step guide on how to conceptualize and execute a story-telling-driven campaign on a popular Social Media platform of your choice. 10+10
10. Write short notes on any *two* of the following : 10+10
- (a) Factors influencing online branding
 - (b) Interactivity in mobile advertising
 - (c) Exposure based pricing model
 - (d) Consumer/Audience collaboration for brand building