

**POST GRADUATE DIPLOMA  
IN  
ADVERTISING AND INTEGRATED COMMUNICATIONS  
PGDAIC – SECOND SEMESTER**

**ASSIGNMENTS  
JANUARY AND JULY 2025 CYCLE**

MNM-025

MNM-026

MNM-027

**SCHOOL OF JOURNALISM & NEW MEDIA STUDIES  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI-110068**

## **PGDAIC ASSIGNMENTS**

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MNM-025, MNM-026, MNM-027). Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

You need to submit these assignments, to be eligible to attempt your Term End Examinations in June or December 2025. These assignment questions aim to bridge theoretical concepts with practical applications in the actual working context, encouraging you to apply your knowledge to real-world scenarios.

The last date of the submission is given against each of the assignments. Please note that you have to submit these assignments to the Coordinator of your Study Centre within the stipulated time for being eligible to appear in the Term-End Examinations in the respective Course. You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the first page of the Assignment.

As this is a new Program, please send all your Assignments to your Program Coordinator

**Post your Handwritten Assignments to:**

**Dr. Padmini Jain**

**Program Coordinator PGDAIC, School of Journalism and New Media Studies. Block 15 A. IGNOU. New Delhi -110068**

It would be advisable to retain a photocopy of the assignments with you in case of any postal misplacement. Please keep a record with you.

The marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi. These marks will form 30% of your final results.

### **Guidelines for writing the Assignments**

Attempt all questions given in each assignment as instructed.

You may find it useful to keep the following points in mind:

- **Planning:** First read the study material carefully, attend Teleconferencing Sessions and Interactive Radio Counseling Sessions conducted for the programme; if required you can obtain details from Study Centre/Regional Centre) and then read the assignments carefully. Go through the units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- **Organising:** Draw a rough outline of your answer. Be analytical in your selection of the information for your answer. Give adequate attention to the introduction and the conclusion. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Dr. Padmini Jain

Programme Coordinator

Email: padminijain@ignou.ac.in

## **MNM025    ONLINE BRAND MANAGEMENT**

<b>Course Code:</b>	<b>MNM-025</b>
<b>Assignment:</b>	01
<b>Due Date:</b>	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
<b>Assignment Code:</b>	MNM-025/Jan/July 2025
<b>Total Marks:</b>	100
<b>Weightage:</b>	30% Weightage in the final result

**Note:** Answer all the questions.  
Each Question carries equal marks. (20 each)  
Write each answer in about 500 words  
Try to include real life examples from around you, in your answers.

### **Questions:**

- 1. Brand Identity Analysis**  
Select a well-known Indian brand and analyze its core and extended brand identity using David Aaker's model or Kapferer's Brand Identity Prism. Provide examples of how these identities are reflected in the brand's marketing campaigns.
- 2. Comparative Study of Online Brand Positioning**  
Compare the online positioning strategies of two competing Indian brands in the same industry (e.g., Zomato vs. Swiggy or Flipkart vs. Amazon). Discuss their use of social media, influencer marketing, and customer engagement.
- 3. Social Media Branding Strategy**  
Choose a brand actively using social media (e.g., Amul, Vivo, or Tata Motors) and analyze its social media branding strategy. Focus on how it uses platforms like Instagram, Twitter, or YouTube to create brand awareness and build customer loyalty.
- 4. User-Generated Content as a Branding Tool**  
Study a brand that successfully uses user-generated content (e.g., Myntra's style contests or Starbucks India campaigns). Discuss how this strategy enhances the brand's online presence and consumer engagement.
- 5. Digital PR and Crisis Management**  
Research a recent PR crisis faced by an Indian brand (e.g., Indigo Airlines or Haldiram's social media controversy). Analyze the digital PR strategies used to manage the situation and rebuild brand trust.