Enrollment No.....................................

Faculty of Management Studies
End Sem (Odd) Examination Dec-2022
MS3ED05 Content Marketing

Programme: BBA   Branch/Specialisation: DM

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

Q.1   i.   In Content marketing the content should be?   **1**
            (a) Valuable   (b) Relevant   (c) Consistent (d) All of these

      ii.   Content marketing aims _____.   **1**
            (a) Drive profitable customer action
            (b) Distract defined audience
            (c) Lose defined audience
            (d) None of these

      iii. Which ONE of the following is based on user-generated media,   **1**
            mainly investigating earned media?
            (a) Web site analytics   (b) Social media monitoring
            (c) Log file analysis   (d) Web counters

      iv.   The objectives for web analytics are likely to concern-   **1**
            (a) Facebook messages
            (b) Personal blog activity
            (c) Social media ROI
            (d) Measurement of web site performance

      v.   The word "blog" is a shortened version of _____.   **1**
            (a) Webblog   (b) Weblog   (c) Welog   (d) Vlog

      vi.   A series of sequential actions that lead to predetermined outcomes   **1**
            when a service is performed correctly is called _____.
            (a) Service recovery   (b) Service quality
            (c) Service processes   (d) Service failure

P.T.O.

vii. Which of the following comes under content pyramid? **1**
(a) Blog post   (b) Social update
(c) Tweets   (d) All of these

viii. If you use a social media analytics tool like True Social Metrics, **1**
what can you use it for to get a better understanding of what
content is effective - and what isn't?
(a) Measure the real active engagement of users with your social
media pages
(b) Compare your results against that of your competitors and
learn their best practices.
(c) Analyze which topics and types of content are the most
effective at engaging your influencers.
(d) All of these

ix. A/B testing also known as- **1**
(a) Compare testing   (b) Split testing
(c) Web testing   (d) Version testing

x. A/B Testing results are usually given in- **1**
(a) Mathematical   (b) statistical terms
(c) Both (a) and (b)   (d) None of these

Q.2   i. Recall the concept of content marketing and its example. **2**
     ii. Explain any three typologies of content. **3**
     iii. Analyse the Ghuneim's model of content creation. **5**
OR   iv. Explain the importance of content marketing in digital era. **5**

Q.3   i. Describe epic content marketing. **2**
     ii. Create the engagement cycle for content marketing. **8**
OR   iii. Explain user generated content and evaluate its importance in **8**
digital marketing.

Q.4   i. Write a short note on Web 2.0. **3**
     ii. Explain the elements of content. **7**
OR   iii. Analyse the 7 A framework of content. **7**

Q.5   i. Explain 90/9/1 rule for content marketing. **4**
     ii. Point out the importance of website. **6**
OR   iii. Explain the social media platform for content marketing. **6**

Q.6   Attempt any two:
     i. Explain drip marketing. **5**
     ii. Recall the RSS and explain RSS feeds. **5**
     iii. Explain A/B testing. **5**

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Scheme of Marking

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End Sem (Odd) Examination Dec-2022	
MS3ED05 Content Marketing	
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Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	In Content marketing the content should be? A. valuable B. relevant C. consistent D. All of the above D. All of the above	1
	ii)	Content marketing aims _____. A. drive profitable customer action B. distract defined audience C. lose defined audience D. None of the above A. drive profitable customer action	1
	iii)	Which ONE of the following is based on user-generated media, mainly investigating earned media? A Web site analytics B Social media monitoring C Log file analysis D Web counters b) Social media monitoring	1
	iv)	The objectives for web analytics are likely to concern: A Facebook messages B Personal Blog activity C Social Media ROI D Measurement of web site performance	1
		d) Measurement of web site performance	
	v)	The word "blog" is a shortened version of _____. A. webblog B. weblog C. welog D. vlog B. weblog	1
	vi)	A series of sequential actions that lead to predetermined outcomes when a service is performed correctly is called:_____ A service recovery. B service quality. C service processes. D service failure. C service processes	1
	vii)	Which of the following comes under content pyramid? A. blog post B. social update C. tweets D. All of the above D. All of the above	1
	viii)	If you use a social media analytics tool like True Social Metrics, what can you use it for to get a better understanding of what content is effective - and what isn't? A. Measure the real active engagement of users with your social media pages B. Compare your results against that of your competitors and learn their best practices. C. Analyze which topics and types of content are the most effective at engaging your influencers. D. All of the above D. All of the above	1
	ix)	A/B Testing also known as?	1

		A. Compare testing B. Split testing C. Web testing D. Version testing B. Split testing	
	x)	A/B Testing results are usually given in? A. mathematical B. statistical terms C. Both A and B D. None of the above C. Both A and B	1
Q.2	i.	Recall the concept of content Marketing and its example Concept - 1 marks Example- 1 marks	2
	ii.	Explain any 3 typologies of content Each typology- 1 mark	3
	iii.	Analyse the Ghuneim's model of content creation Details explanation – 1 marks	5
OR	iv.	Explain the importance of content marketing in digital era Each point -1 marks	5
Q.3	i.	Describe Epic content Marketing Explanation- 2 marks	2
	ii.	Create the engagement cycle for content marketing Each point – 2 marks	8
OR	iii.	Explain User generated Content and evaluate its importance in digital marketing, User generated content- 2 marks Importance -1 marks each	8
Q.4	i.	Write a short note on Web 2.0 Meaning- 1 marks Concept – 2 marks	3
	ii.	Explain the elements of content Each element – equal marks	7

OR	iii.	Analyse the 7 A framework of content Each A framework -1 marks	7
Q.5	i.	Explain 90/9/1 rule for content marketing Meaning- 1 marks Concept – 3 marks	4
	ii.	Point out the importance of website Each point- equal	6
OR	iii.	Explain the Social media platform for content marketing Each social media platform- equal marks	6
Q.6			
	i.	Explain drip marketing Definition -1 marks Content- 4 marks	5
	ii.	Recall the fullform RSS and Explain RSS feeds RSS fullform- 1 marks RSS feeds- 4 marks	5
	iii.	Explain A/B testing Explanation- 5 marks	5

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