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

Faculty of Management Studies

End Sem Examination Dec-2023

MS3ED05 Content Marketing

Programme: BBA   Branch/Specialisation: Management

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Q.1   i.   What is content marketing?   **1**
               (a) Advertising on social media platforms
               (b) Creating and sharing valuable content to attract and engage an audience
               (c) Cold calling potential customers
               (d) Sending promotional emails to a purchased list

       ii.   What is the primary purpose of content marketing?   **1**
               (a) To sell products or services
               (b) To provide valuable information to the audience
               (c) To create brand awareness
               (d) To increase website traffic

       iii.   What is the buyer's journey?   **1**
               (a) The process of researching and purchasing a product or service
               (b) The process of creating a content marketing strategy
               (c) The process of building a website
               (d) The process of creating a social media campaign

       iv.   What is the purpose of the awareness stage of the buyer's journey?   **1**
               (a) To provide potential customers with detailed product information
               (b) To introduce potential customers to the company and its offerings
               (c) To encourage potential customers to make a purchase
               (d) To follow up with potential customers after they have made a purchase

v. What is a content calendar? **1**
(a) A list of topics and keywords for a content marketing strategy
(b) A schedule of when each piece of content will be published
(c) A database of customer contact information
(d) A tool for measuring the success of a content marketing strategy

vi. Which of the following is an example of earned media? **1**
(a) A sponsored post on Facebook
(b) A paid search ad on Google
(c) A feature article in a newspaper
(d) A direct mail campaign

vii. Which of the following is an example of a lead magnet? **1**
(a) A blog post   (b) A promotional email
(c) A whitepaper   (d) A product demonstration

viii. Which social media platform is best for B2B content marketing? **1**
(a) Instagram (b) LinkedIn (c) Twitter (d) Facebook

ix. What is the purpose of a content audit? **1**
(a) To identify gaps and opportunities in a content marketing strategy
(b) To create more content for a content marketing strategy
(c) To promote existing content to a wider audience
(d) To provide valuable information to the audience

x. Which of the following is a benefit of using video in a content marketing strategy? **1**
(a) It is less expensive than other types of content
(b) It is easier to create than other types of content
(c) It can improve search engine rankings
(d) It is only effective for B2C marketing

Q.2 i. Explain the contemporary importance of content marketing in business. **2**
ii. Explain content typology with any three examples. **3**
iii. Explain common types of content marketing. **5**
OR iv. What is engagement through content? Why it is important? **5**

Q.3 i. Explain how would you identify the target audience. **2**
ii. What is user-generated content? And why is it Important? **8**
OR iii. What is epic content marketing? Write principles of epic marketing. **8**

Q.4 i. Explain web 2.0 with examples. **3**
ii. What do you understand by buying funnel? Explain format for each phase of buying funnel along with diagram. **7**
OR iii. Explain 7'A framework of content. **7**

Q.5 i. Explain SEO with reference to content marketing. **4**
ii. What is 90/9/1 rule? How would you use this rule for content marketing? **6**
OR iii. Explain hub and spoke model of content. How it influences dwell time and bounce rate? **6**

Q.6   Attempt any two:
i. What do you understand by "Simultaneous content posting at various social media platforms"? Explain any two tools used for this purpose. **5**
ii. Explain the metrics for measuring the impact of content marketing. **5**
iii. What is A/B splits? How would you conduct A/B splits testing? **5**

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