

Q.5	i.	Explain any four importance of SEO in content distribution.	<b>4</b>	02	02	04
	ii.	Describe the hub and spoke model and explain how it is used in content distribution.	<b>6</b>	03	07	04
	OR	iii. Explain how different social media platforms are utilized for content marketing with the help of suitable examples.	<b>6</b>	03	06	04

Q.6	Attempt any two:					
	i.	Briefly explain the concept of drip marketing in digital content distribution.	<b>5</b>	03	01	05
	ii.	Discuss the tools available for automating content distribution across multiple social platforms.	<b>5</b>	03	07	05
	iii.	Explain how to measure the impact of content marketing.	<b>5</b>	03	06	05

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*Total No. of Questions: 6**Total No. of Printed Pages: 4***Enrollment No.....**

Knowledge is Power

**Faculty of Management Studies**  
**End Sem Examination Dec 2024**

**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.

	Marks	BL	PO	CO	PSO
Q.1 i. What is the primary purpose of content marketing in the digital era?	<b>1</b>	01	02	01	
(a) To increase offline sales					
(b) To engage and retain an online audience					
(c) To replace traditional advertising entirely					
(d) To create technical content					
ii. Which of the following best describes Ghuneim's model of content creation?	<b>1</b>	01	02	01	
(a) A framework for video content creation					
(b) A model focusing only on written content					
(c) A model for analyzing customer feedback					
(d) A model that emphasizes engagement and storytelling					
iii. What is the purpose of identifying a target audience in content marketing?	<b>1</b>	01	01	02	
(a) To produce content in various formats					
(b) To reduce the marketing budget					
(c) To ensure content is relevant to those most likely to engage with it					
(d) To increase the length of content					

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iv.	In digital marketing, what is the significance of User Generated Content (UGC)?  (a) It often generates more engagement than brand-created content (b) It is costly to produce (c) It rarely resonates with other users (d) It does not require monitoring	1 01 03 02	ix. What is the primary benefit of using A/B testing in content marketing?  (a) To identify which version of content performs better with audiences (b) To reduce content creation time (c) To automate content distribution (d) To improve SEO	1 01 02 05
v.	Which of the following is an essential task of a managing editor in content marketing?  (a) Overseeing content distribution on social media (b) Setting up paid advertising campaigns (c) Coordinating content creation and ensuring alignment with the brand's strategy (d) Managing company finances	1 01 06 03	x. In content marketing, RSS feeds are primarily used to-  (a) Increase paid advertisement reach (b) Enhance video content quality (c) Help users receive updates from their preferred websites (d) Perform multivariate testing	1 01 01 05
vi.	In content marketing, what does the "7 A Framework" represent?  (a) Agile, Authentic, Attention, Audience, Authority, Action, Acceleration (b) Agile, Authentic, Approachable, Affordable, Attention, Audience, Acceleration (c) Agile, Action, Awareness, Accessibility, Attention, Audience, Authority (d) Authentic, Attention, Audience, Authority, Approval, Action, Acceleration	1 01 07 03	Q.2 i. Briefly describe any three importance of content marketing in the digital era.  ii. Discuss the different typologies of content and how they cater to various audiences.  OR iii. Describe Ghuneim's model of content creation. How does this model enhance audience engagement?	3 02 02 01 7 04 03 01 7 04 06 01
vii.	The "Hub and Spoke" model in content distribution is primarily used to-  (a) Create a single type of content (b) Centralize core content and distribute it across various channels (c) Manage a team of content creators (d) Focus solely on influencer marketing	1 01 06 04	Q.3 i. Explain any two importance of User-Generated Content (UGC) in digital marketing.  ii. Elaborate the process of identifying a target audience. How does this influence content creation.  OR iii. Describe the components of a well-designed audience persona and explain how it guides content strategy.	2 02 01 02 8 04 02 02 8 04 07 02
viii.	Which of the following platforms is most suitable for professional content and B2B marketing?  (a) Instagram (b) YouTube (c) Twitter (d) LinkedIn	1 01 03 04	Q.4 i. Briefly describe any three significance of the "7 A Framework" in content marketing.  ii. Describe the steps in planning and creating content for each stage of the buying funnel.  OR iii. Discuss the concept of Web 2.0 and its impact on audience interaction in content marketing.	3 02 06 03 7 03 03 03 7 03 06 03

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**Marking Scheme**  
**MS3ED05 (T) Content Marketing (T)**

Q.1	i) b) To engage and retain an online audience ii) d) A model that emphasizes engagement and storytelling iii) c) To ensure content is relevant to those most likely to engage with it iv) a) It often generates more engagement than brand-created content v) c) Coordinating content creation and ensuring alignment with the brand's strategy vi) a) Agile, Authentic, Attention, Audience, Authority, Action, Acceleration vii) b) Centralize core content and distribute it across various channels viii) d) LinkedIn ix) a) To identify which version of content performs better with audiences x) c) Help users receive updates from their preferred websites	1 1 1 1 1 1 1 1 1 1
Q.2	i. 3 importance x 1 mark each ii. different typologies of content= 4 marks how they cater to various audiences= 3 marks	3 7
OR	iii. Describe Ghuneim's model of content creation= 4 marks How does this model enhance audience engagement?= 3 marks	7
Q.3	i. 2 importance x 1 mark each ii. Elaborate the process of identifying a target audience.= 5 marks How does this influence content creation?= 3 marks	2 8
OR	iii. Describe the components of a well-designed audience persona= 5 marks explain how it guides content strategy= 3 marks	8
Q.4	i. 3 significance x 1 mark each ii. As per explanation	3 7
OR	iii. Discuss the concept of Web 2.0= 4 marks impact on audience interaction in content marketing= 3 marks	7

Q.5	i. 4 importance x 1 mark each ii. Describe the Hub and Spoke model = 3 marks explain how it is used in content distribution = 3 marks	4 6
OR	iii. Explain how different social media platforms are utilized for content marketing= 5 marks Example= 1 mark	6
Q.6	Attempt any two: i. As per explanation ii. As per explanation iii. As per explanation	5 5 5
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