

Roll No: -----

**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**



End Semester Examination, May, 2017

Program/course: BBA – Digital Marketing

Subject: Content Marketing

Code : BBCM 179

No. of page/s:5

Semester – IV

Max. Marks : 100

Duration : 3 Hrs

Section A

Attempt all questions. Each carry equal marks

(20 x 1= 20 Marks)

1. Content marketing helps with
 - a. SEO
 - b. Brand Building
 - c. Social Media
 - d. All of the above

2. Which is not a benefit of creating a content rich landing page?
 - a. Rank high in search engines for a keyword phrase
 - b. Higher leads and sales
 - c. High social signals
 - d. Quality Score for AdWords

3. Which of the following tool can't be used to schedule content?
 - a. Hoot suite
 - b. Buffer
 - c. None of these
 - d. Facebook

4. Which of the following is the best kind of Content?
 - a. Paid
 - b. Owned
 - c. Earned
 - d. Rented

5. Which content marketing statistic is most important?
 - a. Like
 - b. Subscribe
 - c. Share
 - d. Comment

6. "Creative is the variable" is least effective if
 - a. Content is great
 - b. We create something that stand out
 - c. Try to do conversion
 - d. Grabs attention in noisy social media

7. While targeting audience which of the following factor is least important
 - a. Buying Persona
 - b. Customer Loyalty
 - c. Demographics
 - d. Interest and Affinity Category

8. Which of the following Social media does not have a link out on a post level?
 - a. Facebook
 - b. Instagram
 - c. Twitter
 - d. LinkedIn

9. Which of the following statement is true to increase organic reach on social media?
 - a. People like and follow page only
 - b. People like and share content only
 - c. Like page, Follow page, Engage with content only
 - d. Share content only

10. AdWords doesn't give me?
 - a. Keyword search volume
 - b. Keyword bidding price
 - c. Negative Keywords
 - d. Who is searching Keywords

One Word Answers

11. Name a tool to check the quality of a written content?

A.

12. Creating great content is not enough, we also need to _____ it?

A.

13. The headline is one of the most important elements of a blog post (True or False)?

A.

14. Name a tool for keyword research apart from Google AdWords.

A.

15. When I research multiple articles and content and create a new content in my words then it is called _____?

A.

16. The age, gender of a target audience is also known as?

A.

17. Before creating a content marketing strategy we should know _____!

A.

18. Name two tools to schedule content on social media?

A.

19. If I am trying audience to find my content on search engine using social media then it's called?

A.

20. If I am creating keyword rich content for my blog/ website, I am optimizing it for?

A.

Section B

Attempt all questions. Each carry equal marks

(5 x 4= 20 Marks)

1. Describe characteristics of great content in terms of Brand Building.
2. What is Social Signal? What it can do.
3. What is Google AdWords? Explain the process of Keyword Analysis.
4. List and define 8 key points to keep in mind while creating content.

Section C

Attempt any two. Each carry equal marks

(2 x15= 30 Marks)

1. Explain content marketing building block in detail.
2. How can we make a blog or web content searchable in terms of a search engine?
3. How to understand our potential customers. Explain target audience with a neat diagram.
4. Explain the following:
 - a) Fly wheel
 - b) 4 step Content Marketing strategy
 - c) Context over Content
 - d) Long term content campaign over short term paid advertisement
 - e) Content is King

Section D

Answer the following question.

(30 Marks)

1. What is a content calendar, why it is used and how does a content marketer create it?

A new competitor for Nike and Adidas is going to launch sportswear for athletes, gym people and sportsmen, their business objective is to provide quality sportswear to everyone. They want to build a value and brand focusing on sales as well.

Create a content calendar (filled with details) for this quarter of the year by keeping the following points in mind:

- | | |
|-------------------------|-----------------------------------|
| a) Key Dates | d) Calendar Overview |
| b) Strategy and Tactics | e) Social Media Distribution plan |
| c) Scheduling | |