

Name: Enrolment No:	
--------------------------------------	--

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2023

Course: Content Marketing
Program: BBA DB
Course Code: MKTG3018

Semester: V
Time: 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions. Each carry equal marks.		CO1
(a)	Drought is a situation where content is not able to create any lead. (i) True (ii) False	2	
(b)	Good content must be readable but not measurable. (i) Right (ii) Wrong	2	
(c) is the process of optimizing a website so that people can easily find it via search engines like Google. (i) Google analytics (ii) Search engine optimization (iii) Social media analytics (iv) None of these	2	
(d)	An effective content strategy involves: (i) Creative data (ii) Alignment with the consumer journey (iii) Constant monitoring of key metrics (iv) All of the above	2	
(e)	Event ads are the type of Instagram ads. (i) Yes (ii) No	2	
(f)	TrueView In-Stream Ads on YouTube are skippable in nature. (i) True (ii) False	2	
(g)	A is a written schedule of when and where you plan to publish upcoming content. (i) Google scheduling	2	

	(ii) Social media scheduling (iii) Content calendar (iv) Google analytics		
(h)	Good content for content marketing should not focus on the following point. (i) Engage audience (ii) Build trust and rapport. (iii) Boost revenue (iv) Boost organic traffic	2	
(i) are semi-fictional representations of your ideal customers based on data and research. (i) Google analytics (ii) Buyer personas (iii) Search engine optimization (iv) Keyword optimization	2	
(j)	Name the shortest type of non-skippable YouTube video ad of 6 seconds that spots play before a viewer's chosen video. (i) Bumper (ii) TrueView in-stream ads (iii) Overlay ads (iv) Video discovery ads	2	

SECTION B
4Qx5M= 20 Marks

	Write short notes of the following terms. Each carry equal marks.		CO2
Q 2	Google trends	5	
Q 3	Buyer persona	5	
Q 4	Content marketing	5	
Q 5	Social media scheduling	5	

SECTION-C
3Qx10M=30 Marks

	Attempt all questions. Each carry equal marks.		CO3
Q 6	“Content is a king” – elucidate the significance of this statement in the context of social media.	10	
Q 7	Justify the relevance of LinkedIn ads in promoting a professional event.	10	
Q 8	Suggest some content strategies to make a video go viral on YouTube. OR How can marketers utilize social media listening for making a right content for targeted audiences?	10	

SECTION-D
2Qx15M= 30 Marks

	Attempt all questions. Each carry equal marks.		CO4
Q 9	Do you think companies are losing control of brand images because of the content shared on social media by customers? What should marketers do to gain more control?	15	
Q 10	<p>Microsoft's marketing strategy revolves around the STP model to its benefit. Segmentation, Targeting, and Positioning help the company divide the market for targeted promotion of their products. Accordingly, Microsoft promotes their products in the digital world with a significant social media presence.</p> <p>Suggest some effective content marketing strategies for the Microsoft company. Design the positioning strategy for Microsoft for the targeted customers.</p> <p>OR</p> <p>How can we make a blog or web content searchable in terms of a search engine? Explain the process of "Keyword Analysis".</p>	15	