


Name:	
Enrolment No:	

UPES

End Semester Examination, DEC 2024

Course: Content Marketing

Semester: V

Program: BBA DB

Time : 03 hrs.

Course Code: MKTG3018

Max. Marks: 100

Instructions:

SECTION A

10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all the questions.		CO1
(a)	Content Marketing is a marketing approach. i. comprehensive ii. strategic iii. direct iv. indirect	2	
(b)	Good content for content marketing should focus on the following points. i. boost revenue ii. boost organic search traffic iii. boost customer engagement iv. All the above	2	
(c)	Drought is a situation where content is not able to create any lead. i. True ii. False	2	
(d)	Which type of LinkedIn ad allows to create highly personalized, sponsored content directly in users' LinkedIn feeds?	2	

	<ul style="list-style-type: none"> i. LinkedIn Text Ads ii. LinkedIn Sponsored content iii. LinkedIn Dynamic Ads iv. LinkedIn InMail Ads 		
(e)	<p>What is an example of a "persona-based" marketing strategy?</p> <ul style="list-style-type: none"> i. Broadcasting the same ad to a wide audience across multiple channels ii. Creating specific content tailored to different personas' pain points and needs iii. Focusing only on one persona for all marketing efforts iv. Reducing marketing efforts to one platform only 	2	
(f)	<p>Event and Document ads are available on</p> <ul style="list-style-type: none"> i. Facebook ii. Twitter iii. LinkedIn iv. YouTube 	2	
(g)	<p>Which of the following is NOT a content marketing format?</p> <ul style="list-style-type: none"> i. Blog posts ii. E-books iii. Banners iv. Podcasts 	2	
(h)	<p>Social listening is the practice of monitoring social media channels for mentions of your brand, competitor brands, and related keywords.</p> <ul style="list-style-type: none"> i. True ii. False 	2	
(i)	<p>Good content must be readable but not measurable.</p> <ul style="list-style-type: none"> i. True ii. False 	2	
(j)	<p>TrueView In-Stream Ads on YouTube are skippable in nature.</p> <ul style="list-style-type: none"> i. True ii. False 	2	

SECTION B			
4Qx5M= 20 Marks			
Q 2	Write short notes on the following topics.		CO2
(a)	Content Marketing	5	
(b)	Content Calendar	5	
(c)	Search Engine Optimization (SEO)	5	
(d)	Buying persona	5	
SECTION-C			
3Qx10M=30 Marks			
Q 3	Attempt the following questions.		CO3
(a)	Justify the role of content marketing in building the long-term brand value for a company.	10	
(b)	Compare Facebook advertising and Instagram advertising from the perspective of Generation Z.	10	
(c)	How does social media listening help a company in defining the buying persona? OR “Content is a king” – explain this statement by describing the influence of content on consumers buying decision.	10	
SECTION-D			
2Qx15M= 30 Marks			
Q 4	Attempt any of the two questions.		CO4
(a)	Nike effectively uses buying personas to target different segments of consumers. By creating detailed profiles, Nike caters to various types of athletes, from professional sports figures to casual fitness enthusiasts. For example, it developed a persona for "Elite Athletes," focusing on high-performance products like advanced running shoes and training gear, while another persona targeted "Aspiring Athletes," offering affordable, stylish sportswear. Nike also tailored its messaging to resonate with their values—focusing on motivation for athletes and	15	

	<p>empowerment for casual consumers. This strategic use of buying personas helped Nike personalize its marketing, increase engagement, and build stronger connections with diverse consumer groups, driving brand loyalty and sales.</p> <p>How does Nike’s use of buying personas enhance its marketing strategy and differentiate its products for various consumer segments?</p>		
(b)	<p>How can we make a blog or web content searchable in terms of a search engine? Suggest strategies for effective content marketing by using keyword analysis.</p> <p>OR</p> <p>Strategize a promotional campaign on Instagram for H&M India on Christmas. Elaborate the following elements of the campaign – target segments, brand positioning, campaign theme, type of content, and online campaign activity for increasing brand loyalty.</p>	15	