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Your Roll No.....

Sr. No. of Question Paper : 1917 F
Unique Paper Code : 2034001217
Name of the Paper : Content and Brand Marketing
Type of the Paper : GE
Name of the Course : Common Programme Group
Semester : II
Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are **COMPULSORY**.
3. Candidates have to answer **All** questions in **PART A** and **Any 3** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each, while those in **PART B** carry **20** marks each.

PART A

1. (a) What is content and brand marketing? What is its role in creating brand awareness and engagement?

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OR

- (b) What is the importance of keywords in content marketing? Explain with suitable examples.
2. (a) Elucidate the differences between organic and paid promotion in content marketing strategy?

OR

- (b) What is the role of blogging in content marketing? Explain.
- 3 (a) What are the components of an editorial calendar? How is this tool utilized by content creators?

OR

- (b) What is the significance of understanding your audience in content marketing? Elucidate.

PART B

4. (a) What is influencer marketing? What role do influencers play in content marketing strategy? Discuss with suitable examples.

OR

- (b) What key steps should be included in a content creation framework? Explain in detail.
5. (a) What is meant by content discovery? How can brands increase their reach through content discovery platforms? Explain with relevant examples.

OR

- (b) What are content marketing tools? Describe in detail some of the most effective technique of content promotion?
6. (a) What are the advantages of creating persona-based content? How can we use buyer personas to create targeted content? Discuss.

OR

- (b) What are marketing metrics? Describe the metrics that can be used to measure an organisation's content marketing goals?
7. (a) An effective content strategy involves data, brainstorming, alignment with the consumer journey, and constant monitoring of key metrics. Do you agree? Explain with relevant examples.

OR

(b) Write notes on any two of the following :

- (i) Search engine optimization (SEO) and content marketing
- (ii) Authority presence in content marketing
- (iii) Content marketing channels
- (iv) Newsletters in content marketing
- (v) Brand content styles
- (vi) ROI-focused content strategy