

5716

4

- (b) What are the mechanisms for the measurement of a content marketing effort? Explain with examples. What are the various analytics used for the same?

7. (a) Explain topic discovery.

Or

- (b) Explain content creation with examples.

(700)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5716

H

Unique Paper Code : 2034001217

Name of the Paper : Content and Brand Marketing

Name of the Course : **GE : English**

Semester : IV

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** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

P.T.O.

5716

2

Part A

1. (a) Define content and brand marketing. State the scope and advantages of content marketing.

Or

- (b) Explain the concept of ROI? What are the parameters to measure the ROI in a content marketing initiative?

2. (a) Write about goals of brand strategy and explain in detail.

Or

- (b) Differentiate Between Organic and Paid Promotion.

3. (a) Define an editorial calendar and elaborate on its importance.

Or

- (b) Audience is at the core of any marketing effort. What is the importance of audience in content and brand marketing? How do the content styles change with a differential audience?

5716

3

PART – B

4. (a) What are keywords? How are they used and what's the importance of keywords in a content marketing campaign?

Or

- (b) How can businesses collaborate effectively with influencers?

5. (a) Define SEO and its relevance? How are keywords important with respect to SEO? Elaborate on the various tools used for content aggregation and SEO.

Or

- (b) Elucidate content promotion techniques.

6. (a) How can a brand create an authority presence in the digital space? State the mechanism to do the same.

Or

P.T.O.