

UNIVERSITY OF DELHI
DELHI-110007

CORRIGENDUM

Sl. No. of Q.P	:	4957
Unique Paper Code	:	2034001217
Name of the Paper	:	Content and Brand Marketing
Course	:	Common Programme Group (GE)
Exam	:	14/05/2025 Morning
SEMESTER/YEAR	:	II/IV/VI
DURATION	:	3 Hour
Maximum Marks	:	90

Announcement for candidates

Sr. No. be read as 4957 instead of 4975



Joint Registrar (Secrecy)

6. (a) Define authority presence in the context of content and brand marketing. Discuss the key strategies used by brands to establish themselves as thought leaders in their industry. How does authority presence impact audience trust, SEO performance, and long-term brand value? Support your answer with examples.

OR

- (b) Define an editorial calendar and discuss its role in strategic content planning. How does maintaining an editorial calendar support content consistency, team coordination, and campaign success? Illustrate your answer with practical examples and tools used.
7. (a) Explain how working with influencers supports content and brand marketing. What are the key benefits and challenges involved? Give suitable examples.

OR

- (b) You are managing the content for a college's annual fest. Prepare a weekly editorial calendar for 3 weeks including content types, platforms, posting dates, and responsible team members. Also, describe how you will track and maintain the calendar.

(200)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4975

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Unique Paper Code : 2034001217

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Name of the Course : **Common Programme Group (GE)**

Semester : II/IV/VI

Duration : 3 Hours

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Instructions for Candidates

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

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1. (a) Explain the scope of content and brand marketing in today's digital landscape. Highlight its role in enhancing customer engagement and brand loyalty.

OR

- (b) Define influencer marketing. What factors should a brand consider while selecting an influencer to collaborate with?

2. (a) Define brand strategy. How does it help a brand achieve its long-term goals?

OR

- (b) Differentiate between organic and paid promotions in digital marketing. Mention two advantages and two limitations of each.

3. (a) What is an editorial calendar? List any three key benefits it offers in brand content planning.

OR

- (b) What is audience discovery in content marketing? Explain how understanding your audience helps in creating effective brand personas.

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PART B

4. (a) How do influencers contribute to content and brand marketing? Explain their role in building brand visibility and trust, with suitable examples.

OR

- (b) Discuss the importance of an ROI-driven content strategy in brand marketing. How can meaningful and targeted content help achieve specific marketing goals such as lead generation, customer retention, and conversion? Support your answer with examples and performance metrics.

5. (a) Discuss the role of topic discovery in developing a successful content marketing strategy. How does identifying the right topics enhance content creation, audience engagement, and brand relevance? Illustrate your answer with real or hypothetical examples.

OR

- (b) What are the different techniques used to promote content effectively? Explain with examples how these methods help reach wider audiences.

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