

- (ii) Keyword Research
- (iii) Lead and Prospects
- (iv) Purpose of Call-to-action (CTA) in content
- (v) Brand Goals
- (vi) User-generated content

OR

- (b) Design a blog strategy for Glow Organics (a skincare brand). Include 10 blog titles, 5 keywords, a weekly schedule, a promotion plan, and a sample blog intro.
7. (a) Describe methods to build an authoritative online presence.

OR

- (b) Which metrics should be tracked to evaluate content marketing effectiveness?

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4481

J

Unique Paper Code : 2034001217

Name of the Paper : Content and Brand Marketing

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

Semester : II/IV/VI

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 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.**

4481

2

PART-A

1. (a) How can marketers develop a Rol-focused meaningful strategy?

OR

- (b) How do keywords influence the success of content marketing?

2. (a) Explain the core components of a content creation framework.

OR

- (b) Why is marketing with influencers an essential part of brand marketing today?

3. (a) How does SEO contribute to brand visibility in content marketing?

OR

- (b) Why is maintaining an editorial calendar important in content management?

4481

3

PART-B

4. (a) What are the key steps in developing a content and marketing plan? Give suitable examples.

OR

- (b) What tools can be used to discover trending topics and create relevant content? Explain with examples.

5. (a) How can marketers discover their audience and develop client personas? Explain with the help of a case study.

OR

- (b) Your team is given a budget of Rs. 10,000 to promote a student-run podcast. Design a content promotion plan that combines organic and paid strategies.

6. (a) Write short notes on any 4 of the following:

(i) Influencer Marketing

P.T.O.