

Sl. No. of Question Paper: 5227

UPC: 2034001217

Name of the paper: Content and Brand Marketing

Name of the paper: Common Prog. Group: G.E.

Semester: II/IV

Time limit: 3 hours

Max marks: 90

Instructions for Candidate:

- a. Write your Roll No. on the top immediately on receipt of this question paper.
- b. **This question paper contains 2 parts. Both parts are compulsory.**
- c. Candidates have to answer **ALL** the questions in Part A and **ANY THREE** questions in Part B.
- d. Questions in Part A carry 10 marks each and questions in Part B carry 20 marks each.

PART A:

Q1 A – Define content and brand marketing. State the scope and advantages of content marketing.

Or

B - What are keywords? How are they used and what's the importance of keywords in a content marketing campaign?

Q2 A – Write about the various content promotion techniques used in content marketing.

Or

B- What is the difference between organic and paid promotion? Explain the relevance of both with the suitable case examples.

Q3 A – Define an editorial calendar and elaborate on its importance.

Or

B- How can a brand create an authority presence in the digital space? State the mechanism to do the same.

Part B

Q4 A- What do you understand about the content creation framework? Elaborate with the help of relevant examples.

Or

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

Q5 A- How important is devising an effective brand strategy and goals? What guidelines should be kept in mind while devising a brand strategy and goals?

Or

B- What are the tips and tricks used for topic discovery and content creation across various platforms?

Q6 A- What are the mechanisms for the measurement of a content marketing effort? Explain with examples. What are the various analytics used for the same?

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?

Q7 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- Discuss in detail some important content marketing and branding strategies of design, exhibition and distribution while creating a digital project of your choice. Outline and justify the kind of online platform, content, digital objects (such as memes, GIFs, etc.) timeline of postings you used for this project.