

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5101

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Unique Paper Code : 2034001217

Name of the Paper : Content and Brand Marketing

Name of the Course : **Common Programme Group – G.E.**

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 **two** parts. **Both** parts are **COMPULSORY**.
3. Candidates have to answer **ANY 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.

PART-A

1. (a) What is the content marketing funnel? Describe its stages with examples.

OR

(b) How does SEO integrate with content marketing to improve visibility?

2. (a) Explain how sustainable packaging contributes to modern brand perception and loyalty.

OR

(b) Discuss the relationship between content marketing and brand storytelling.

3. (a) Discuss the role of AI in influencer discovery, content creation, and campaign management.

OR

(b) What are long-tail keywords, and how do they help in content optimization compared to short keywords?

P.T.O.

PART-B

4. (a) Critically analyze the role of video content (short-form and long-form) in contemporary content marketing strategies. Discuss platforms, best practices, and key metrics.

OR

(b) Discuss the importance of personalization and data analytics in content marketing. How can brands create tailored experiences?

5. (a) Evaluate the role of social media content, influencer partnerships, and UGC in brand reputation management and crisis communication.

OR

(b) Your team is given a budget of Rs. 50,000 to promote a newly launched tea brand. Design a content promotion plan that combines organic and paid strategies.

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

- i. Trademark
- ii. Keywords
- iii. RoI
- iv. Brand Marketing
- v. Brand persona
- vi. Content calendar

OR

(b) Design a social media strategy for an apparel brand. Include titles, keywords, a weekly schedule, and a detailed promotion plan.

7. (a) Critically assess the ROI of content-driven brand campaigns (including influencer and packaging elements) compared to traditional advertising, using appropriate metrics and case studies.

OR

(b) Analyze the interplay between keyword research/SEO, influencer content, and brand visibility in search and social platforms.