

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5368

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Unique Paper Code : 2034001217

Name of the Paper : CONTENT AND BRANDING MARKETING

Name of the Course : GE

Semester : VIII

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. Candidate have to answer All questions in Part A and Any 3 question in part B.
4. Questions in Part A carry 10 marks each and questions in Part B carry 20 marks each.

PART A

Q 1 - A. Explain the scope of content marketing and its significance in modern digital marketing strategies.

OR

B. Discuss the role of influencers in brand marketing, highlighting their impact on audience engagement and brand perception.

Q 2 - A. Define the concept of keywords in content creation and elucidate their importance in search engine optimization (SEO) and content strategy.

OR

B. Analyse the impact of integrating organic and paid promotion tactics within a comprehensive marketing campaign.

Q 3 - A. Write short notes on:

- 1 - Authority presence in content marketing
- 2 - Brand content styles
- 3 - Content promotion techniques

OR

B. Discuss the importance of metrics and analytics in tracking the success and ROI of brand

P.T.O.

PART-B

Q 4 - A. What are the advantages of content marketing in terms of building brand awareness, establishing thought leadership, and fostering customer loyalty?

OR

B. Define brand marketing. What are the contemporary strategies employed by organizations to promote their products and services through brand marketing?

Q 5 - A. How will you adapt and evolve your brand strategy over time to stay relevant and meet changing market demands and consumer preferences? Explain with relevant examples.

OR

B. How can brands enhance their outreach via content discovery platforms? Explain with suitable examples.

Q 6 - A. How will you measure the success and effectiveness of your content marketing efforts, and which metrics or key performance indicators (KPIs) will you use to track your progress?

OR

B. How do you intend to utilize social media platforms and digital marketing techniques to build or promote any brands?

Q 7 - A. What methods and tools do you intend to employ to conduct audience research and acquire insights into their preferences, challenges, and motivations?

OR

B. How will you ensure consistency and coherence in your brand's content style and tone across different channels and platforms, while also adapting to the specific needs and preferences of your target audience personas?