

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

- (i) Types of Influencer Marketing
- (ii) SEO
- (iii) Importance of Packaging
- (iv) Purpose of Call-to-action (CTA) in content
- (v) Brand value
- (vi) Editorial calendar

OR

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

7. (a) Describe customer journey mapping in content marketing and explain how to align appropriate content types (including keyword-optimized pieces) to each stage.

OR

(b) Discuss the integration of content marketing with brand storytelling. How can compelling narratives, including influencer narratives, help brands differentiate?

(300)

Your Roll No.....

Sr. No. of Question Paper : 6386

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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 **2** parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

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PART-A

1. (a) Explain the importance of buyer personas in content marketing strategy.

OR

- (b) Explain the challenges of measuring ROI in content marketing.

2. (a) Describe the role of logos, colors, and slogans in brand elements.

OR

- (b) Describe the impact of social media on brand reputation.

3. (a) Explain keyword research in content marketing. Why is understanding search intent important in 2026?

OR

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

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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) Analyze the major challenges in scaling content marketing efforts and suggest practical strategies to overcome them.

OR

- (b) Your team is given a budget of Rs. 50,000 to promote a student-run podcast. Design a content promotion plan that combines organic and paid strategies.

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