BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA(DM)-2022
Course Name – Content Marketing
Course Code - BBADMC501
(Semester V)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)

1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Find the most effective approach to discover which content format resonates most with your audience.
   a) Reviewing content performance metrics
   b) Relying on personal preference
   c) Following industry influencers
   d) Asking random individuals

(ii) Identify the importance of content marketing for businesses.
   a) It's a cost-effective way to advertise
   b) It helps build brand awareness and trust
   c) It guarantees immediate sales
   d) It requires minimal effort

(iii) Identify the significance of storytelling in content marketing.
   a) It's an outdated technique
   b) It helps establish an emotional connection with the audience
   c) It's only relevant for fiction writers
   d) It's unnecessary for B2B marketing

(iv) Identify the primary uses of WordPress.
   a) Email management
   b) Social media marketing
   c) Content management
   d) Video editing

(v) Which of the following is a common type of content marketing asset?
   a) Grocery list
   b) Funny cat videos
   c) Infographics
   d) Celebrity gossip

(vi) Identify the goal of a content management workflow.
   a) To create content without any structure or process
   b) To ensure content is published without any review
   c) To define the steps and responsibilities for content creation, approval, and publication
   d) To hide content from the public

(vii) What does the term "SCORM" stand for in the context of E-Content Development?

a) Standardized Courseware Object Reference Model

b) Structured Content Object Retrieval Method

c) Streaming Content Organization and Retrieval Model

d) Systematic Course Output Reference Model

(viii) The term "version control" refers to _____ in content management?

a) The process of editing content without tracking changes

b) The ability to revert to previous versions of content

c) The use of complex coding languages for website design

d) The removal of all historical content

(ix) Which of the following can be considered as the function of the "Featured Image" in WordPress.

a) To showcase recent comments

b) To display the author's photo

c) To highlight the main image for a post or page

d) To insert a background image

(x) Identify the first step in developing a website for a business.

a) Designing the user interface

b) Setting clear business goals

c) Registering a domain name

d) Writing code

(xi) Describe what is a SMART goal in the context of website planning.

a) A trendy web design approach

b) A goal that is specific, measurable, achievable, relevant, and time-bound

c) A goal that focuses solely on social media marketing

d) A goal that prioritizes aesthetics over functionality

(xii) Define the term for a visual representation that shows the flow of a user through a website.

a) Sitemap

b) Wireframe

c) Flowchart

d) Landing page

(xiii) Describe the purpose of A/B testing in website planning.

a) To design the website's logo

b) To compare the performance of two or more versions of a webpage

c) To measure website load time

d) To choose a web hosting provider

(xiv) Identify which social media platform provides its own built-in analytics for businesses and creators

a) Instagram

b) Pinterest

c) Snapchat

d) Tiktok

(xv) Identify which tool is widely used for creating visual content for social media, such as graphics and infographics

a) Canva

b) Buffer

c) Trello

d) Slack

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Define content marketing. (3)
3. Identify a common metric used to evaluate content marketing success. (3)
4. Explain the role of SEO (Search Engine Optimization) in content marketing. (3)
5. Interpret the concept of content ROI (Return on Investment) and how to calculate it. (3)
6. Explain the role of target audience identification in website planning. (3)

OR

Develop a content calendar for a website and illustrate its use. (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Explain how content marketing helps in lead generation. (5)
8. Define content marketing and explain its primary purpose in the digital marketing landscape. (5)
9. Distinguish between owned, earned, and paid media in the context of content marketing. (5)
10. Summarize the concept of a content marketing funnel, and conclude how it guides customers (5) through the buying process.
11. Define the concept of niche marketing and describe the advantages of targeting a specific (5) niche.
12. Explain how content marketing integrates with digital marketing channels. (5)

OR

Explain the concept of a content hub and its benefits for businesses. (5)

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