BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA(DM)-Hons-2023/BBA(DM)-Hons-2024
Course Name – Digital Content Marketing
Course Code - BBD20002
(Semester II)

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)   Select the primary goal of digital content marketing.

   a) Increasing website traffic   b) Generating leads and conversions
   c) Building brand awareness   d) All of the above

(ii) Which social media platform is best suited for visual content marketing?

   a) Facebook   b) Twitter
   c) Instagram   d) LinkedIn

(iii) Which metric measures the percentage of people who clicked on a link in your digital content?

   a) Impressions   b) Click-through rate (CTR)
   c) Conversion rate   d) Bounce rate

(iv) Which type of content is best suited for the consideration stage of the buyer's journey?

   a) Educational blog posts   b) Product demonstrations
   c) Customer testimonials   d) Interactive quizzes

(v)   What is the recommended length for an effective email newsletter?

   a) 100-200 words   b) 300-500 words
   c) 700-1000 words   d) There is no recommended length, it varies depending on the audience and content

(vi) What is the term for content marketing that is specifically tailored to attract and engage a local audience?

   a) Global content marketing   b) Regional content marketing
   c) Localized content marketing   d) Geographic content marketing

(vii) What is the primary purpose of a content audit in digital marketing?

a) To identify gaps in content strategy

b) To assess content performance

c) To repurpose existing content

d) All of the above

(viii) What is the term for creating content that is specifically designed to be easily found and understood by search engines?

a) Search engine optimization (SEO)

b) Search engine marketing (SEM)

c) Pay-per-click (PPC) advertising

d) Content curation

(ix) Indicate, what describes content strategy in digital marketing?

a) A plan for posting random content on social media

b) A strategic approach to creating, distributing, and managing content

c) A method to increase website traffic through paid advertising

d) A technique to directly sell products to customers

(x) Indicate which of the following does not represent a component of content strategy and planning?

a) Audience research

b) Content creation

c) Distribution strategy

d) Increasing website loading speed

(xi) Illustrate how can businesses discover their Content Tilt.

a) By avoiding experimentation and sticking to traditional content formats

b) By copying content ideas from industry leaders

c) By analyzing audience needs, market trends, and competitor strategies to identify gaps and opportunities

d) By focusing solely on creating promotional content without providing value to the audience

(xii) Choose which of the following is NOT a key element to consider when creating on-brand content.

a) Consistency with brand voice and tone

b) Relevance to target audience

c) Use of unrelated trending topics

d) Alignment with brand values and mission

(xiii) Examine which platform should you consider when distributing on-brand content to reach a younger audience.

a) Television commercials

b) Newspaper ads

c) Social media platforms like Instagram and TikTok

d) Brochures and flyers

(xiv) Choose what is the primary objective of using content marketing to enhance branding.

a) To generate immediate sales

b) To increase website traffic

c) To build brand awareness, credibility, and loyalty

d) To promote competitors' products

(xv) Choose, how can content marketing contribute to building a brand's authority in its industry.

a) By avoiding sharing valuable insights to maintain exclusivity

b) By consistently producing high-quality, informative content that addresses audience needs

c) By using clickbait titles to attract attention regardless of content relevance

d) By relying solely on paid advertising without organic content creation

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Illustrate how does a content mission statement help align content creation with organizational (3) purpose.

3. State the role of visual content in digital content marketing. (3)
4. Explain how does consistency contribute to effective content marketing. (3)
5. Examine what strategies can businesses employ to turn customers into brand ambassadors (3)
   through content marketing.
6. Analyze is the importance of A/B testing in digital content marketing. (3)

OR

Analyze some key aspects of a Content Management System. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Analyze the role of influencer marketing in brand content strategies. (5)
8. Explain the role of storytelling in visual content development. (5)
9. Analyze the impact of visual consistency on brand identity in web content development. (5)
10. Define micro-influencers in niche content marketing. (5)
11. Explain the effectiveness of storytelling through visual content on websites. (5)
12. Justify niche audience in content marketing. (5)

OR

Assess the concept of interactive content and its benefits for web engagement. (5)

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