



BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – BBA(DM)-Hons-2023
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
 c) To repurpose existing content
- (viii) Indicate which of the following does not represent a component of content strategy and planning?
- a) Audience research
 c) Distribution strategy
- (ix) Identify, how does content strategy differ from content planning.
- a) They are the same thing
 c) Content strategy is solely about creating content, while content planning involves distribution strategies
- (x) Identify, what explains the importance of aligning content with business goals in digital marketing.
- a) It has no impact on business success
 c) It confuses the audience
- (xi) Illustrate, how does a Content Tilt contribute to a content strategy.
- a) By copying what competitors are doing
 c) By adding unnecessary complexity
- (xii) Illustrate how can businesses discover their Content Tilt.
- a) By avoiding experimentation and sticking to traditional content formats
 c) By analyzing audience needs, market trends, and competitor strategies to identify gaps and opportunities
- (xiii) Choose which of the following is NOT a key element to consider when creating on-brand content.
- a) Consistency with brand voice and tone
 c) Use of unrelated trending topics
- (xiv) Examine which platform should you consider when distributing on-brand content to reach a younger audience.
- a) Television commercials
 c) Social media platforms like Instagram and TikTok
- (xv) Choose what is the primary objective of using content marketing to enhance branding.
- a) To generate immediate sales
 c) To build brand awareness, credibility, and loyalty
- b) To assess content performance
 d) All of the above
- b) Content creation
 d) Increasing website loading speed
- b) Content strategy focuses on long-term goals, while content planning focuses on short-term execution
 d) Content strategy is only applicable to traditional marketing
- b) It ensures that content efforts contribute to achieving business objectives
 d) It only matters in traditional marketing
- b) By making content less engaging
 d) By providing a unique value proposition and attracting a specific audience segment
- b) By copying content ideas from industry leaders
 d) By focusing solely on creating promotional content without providing value to the audience
- b) Relevance to target audience
 d) Alignment with brand values and mission
- b) Newspaper ads
 d) Brochures and flyers
- b) To increase website traffic
 d) To promote competitors' products

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define digital content marketing. (3)
3. State the types of content that are commonly used in digital content marketing. (3)
4. State some best practices for effective digital content marketing (3)

5. Explain the impact of search engines digital content marketing. (3)
6. Illustrate why is it important for content creators to adhere to brand guidelines when producing marketing materials. (3)

OR

Illustrate how does staying updated on competitor's content strategies contribute to staying competitive in the market. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Analyze the impact of visual consistency on brand identity in web content development. (5)
8. Define micro-influencers in niche content marketing. (5)
9. Explain the effectiveness of storytelling through visual content on websites. (5)
10. Explain the principles of responsive web design and its impact on visual content development. (5)
11. Justify with an example of tailoring content format for an audience persona with different preferences. (5)
12. Explain the challenges of niche content marketing. (5)

OR

Explain the concept of remarketing in the marketing funnel strategy. (5)
