



Library
Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(DM)-Hons-2023/BBA(DM)-Hons-2024/BBA(DM)-Hons-2025

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) Which of the following is NOT a type of digital content.

- | | |
|---------------|-----------------|
| a) Blog posts | b) Infographics |
| c) Radio ads | d) Videos |

(ii) Which of the following is an example of user-generated content.

- | | |
|------------------------|---------------------|
| a) Sponsored blog post | b) Company brochure |
| c) Customer review | d) Press release |

(iii) Which of the following is NOT a factor that affects search engine optimization (SEO) for content.

- | | |
|--------------------|----------------------|
| a) Keyword density | b) Content freshness |
| c) Font size | d) Backlink quality |

(iv) What is the term for optimizing content to improve its visibility and ranking on search engine results pages (SERPs)?

- | | |
|-------------------------------------|------------------------------------|
| a) Content curation | b) Content syndication |
| c) Search engine optimization (SEO) | d) Pay-per-click (PPC) advertising |

(v) What is the purpose of using personas in content marketing?

- | | |
|---|---|
| a) To target specific audience segments | b) To personalize content for different audience groups |
| c) To understand audience needs and preferences | d) All of the above |

(vi) Identify which of the following defines content marketing?

- | | |
|---|---|
| a) A strategy to promote products through traditional advertising | b) A technique used to create engaging content for target audiences |
| c) A method to increase website traffic through pay-per-click advertising | d) A tactic to directly sell products to customers |

(vii) Identify, what explains the primary focus of content strategy and planning.

- | | |
|-------------------------------------|------------------------------|
| a) Increasing website loading speed | b) Selling products directly |
|-------------------------------------|------------------------------|

- c) Providing valuable content to the audience d) Targeting a broad audience
- (viii) Which stage of content strategy is associated with defining key performance indicators (KPIs) to measure success?
- a) Analysis b) Ideation
c) Creation d) Distribution
- (ix) Indicate which principle of content marketing is involved when an organization frequently monitors its content performance metrics and adjusts its strategy accordingly to maximize engagement and conversion rates?
- a) Consistency b) Simplicity
c) Experimentation d) Relevance
- (x) Select 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
- (xi) Illustrate why is it important to have a Content Tilt.
- a) To make content look more visually appealing b) To confuse the audience
c) To blend in with competitors d) To capture audience attention and stand out in a crowded market
- (xii) Choose which metric is commonly used to measure the success of content marketing efforts for branding purposes.
- a) Number of social media followers b) Revenue generated from content marketing campaigns
c) Return on Investment (ROI) d) Engagement metrics such as likes, shares, and comments
- (xiii) Choose, what is the primary purpose of adding new functionality to a website.
- a) To increase website loading speed b) To make the website visually appealing
c) To enhance user experience and meet specific user needs d) To reduce website security
- (xiv) Choose, which of the following is an example of added functionality that improves website accessibility.
- a) Adding a language translation feature b) Removing all images from the website
c) Increasing font size for headings only d) Restricting access to certain website sections
- (xv) Explain, what does "refining content" typically involve in digital content marketing.
- a) Adding more keywords to improve search engine rankings b) Deleting all existing content and starting from scratch
c) Continuously improving and optimizing content based on performance and audience feedback d) Ignoring audience engagement metrics

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain why social media platforms can be utilized in digital content marketing. (3)
3. Illustrate how can a content mission statement contribute to a strong audience perception (3)
4. Examine whether and why is it required to regularly review website functionalities. (3)
5. Explain content personalization contribution to digital content marketing success. (3)
6. Explain how does a well-defined content niche contribute to audience engagement and loyalty. (3)

OR

- Explain whether businesses can target multiple content niches simultaneously. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Analyze the significance of having a unique content tilt in today's competitive digital landscape. (5)
8. Explain the importance of high-quality web content in engaging online audiences. (5)
9. Define content specialization in niche marketing. (5)
10. Explain the importance of high-quality web content in attracting and retaining online visitors. (5)
11. Define the awareness stage in the marketing funnel strategy. (5)
12. Justify the role of data and analytics in optimizing brand content strategies. (5)

OR

- Assess the effectiveness of visual content in capturing and retaining user attention. (5)

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