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**Presidency University**

**Bengaluru**

**SCHOOL OF MANAGEMENT**

**Summer Term SEnd Term Examination, August 2024**

**Semester III**

**Course Code**: **MBA3061**

**Course Name**: **Content Marketing**

**Department**: **SoM**

**Date**: 06-08- 2024

**Time**: 1:00 PM – 4:00 PM

**Max Marks**: 100

**Weight-age**: 50%

**Instructions:**

1. *Read all the questions carefully and answer accordingly.*
2. *The question paper contains three parts -Part A, B & C*

**Part A [Memory Recall Questions]**

**Answer any TEN Questions. Each question carries 3 marks. (10Qx 3M= 30M)**

Q1. Identify two key metrics commonly used to measure the success of a content marketing campaign and briefly explain why each is valuable in assessing performance.(Knowledge)

Q2. List three reasons why businesses find Content Marketing essential for their overall strategies.(Knowledge)

Q3. Provide three reasons why thorough research is essential before producing and publishing content in a content marketing strategy.(Knowledge)

Q4. Explain the purpose of an Editorial Calendar in Content Marketing (Knowledge)

Q5. Name and briefly explain two storytelling techniques commonly used in content marketing to captivate and engage the audience.(Knowledge)

Q6. List Three benefits that Videos can offer to engage and connect with the audience. (Knowledge)

Q7. Differentiate between owned, earned, and paid content distribution channels. Provide one example for each category. (Knowledge)

Q8. Explain the relationship between Content Marketing and Conversion Rate Optimization (CRO). (Knowledge)

Q9. Define audience engagement in the context of Content Marketing (Knowledge)

Q10. Name any Three popular Analytic Tools used for tracking Content Performance. (Knowledge)

Q11. Organizations work on a large number of themes & concepts in their Content Marketing strategy which needs to be planned well in advance for release. Explain Two primary purpose of making a Content Calendar.(Knowledge)

Q12. List down the key differences between Content Marketing & Traditional Marketing. (Knowledge)

**Part B [Thought Provoking Questions]**

**Answer any FOUR Questions. Each question carries 10 marks. (4Qx10M=40M)**

Q13. List down the key differences between Content Marketing and Traditional Advertising. Explain how a blended approach caters to consumer preferences in today's digital age. (Application)

Q14. Explore the distinct characteristics and strategic roles of various content types, such as blog posts, videos, and info-graphics, in a comprehensive Content Marketing Strategy.(Application)

Q15. Analyse the role played by segmentation in the success of email marketing campaigns. Elaborate on strategies that can be employed by businesses to tailor content for distinct audience segments. (Application)

Q16. 4.Explain the role of user-generated content (UGC) in elevating authenticity and engagement in content marketing. Describe the methods that businesses can employ to seamlessly integrate UGC that aligns with their brand identity.(Application)

Q17. Describe various methods and approaches for conducting A/B testing in content promotion - emphasizing how marketers can systematically optimize factors such as headlines, visuals, and distribution channels. (Application)

Q18. Content marketing enables a firm to create and share valuable, informative content that addresses the customers' needs. Evaluate the role of Content Marketing in building Customer loyalty and Retention.(Application)

**Part C [Problem Solving Questions]**

**Answer all the Questions. Each question carries 15 marks. (2Qx15M=30M)**

Q19. BrightIdeas, a Content curation and Marketing agency, has taken on the challenge of revamping the online presence of a traditional family-owned bakery. To breathe new life into the brand, they are incorporating storytelling techniques into their content curation and marketing strategy. The bakery, known for its secret recipes passed down through generations, wants to connect with a younger audience while retaining its loyal customer base.

1. Evaluate the effectiveness of storytelling techniques in the context of content curation and marketing for a traditional bakery. Identify specific storytelling elements that can be woven into the content to create an emotional connection with the audience.**(8 Marks) (Analysis)**

B.Develop a comprehensive storytelling plan for BrightIdeas, outlining the key narratives and themes to be integrated into the bakery's content. Consider the various channels, including social media, blogs, and email newsletters **(7 Marks) (Analysis)**

**Q20.** SocialSonic, a social media marketing agency, manages the online presence of a lifestyle brand that caters to fitness enthusiasts. The brand has recently launched a series of workout guides and nutrition tips on various platforms. SocialSonic is keen on adopting a strategy that involves actively listening to the audience and iteratively enhancing the content to meet evolving preferences.

1. Develop an iterative content enhancement plan for SocialSonic based on audience feedback and insights. **(8 Marks) (Analysis)**

B.Highlight specific adjustments or improvements that can be made to the workout guides and nutrition tips, and explain how this iterative approach contributes to maintaining audience engagement and satisfaction over time.**(7 Marks) (Analysis)**