



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.													
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## End - Term Examinations – MAY 2025

Date: 20-05-2025

Time: 09:30 am – 12:30 pm

<b>School:</b> SOM-UG	<b>Program:</b> BBA(Digital Marketing)	
<b>Course Code :</b> BBA3067	<b>Course Name:</b> Content Strategy	
<b>Semester:</b> VI	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
<b>Marks</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>

### Instructions:

- Read all questions carefully and answer accordingly.
- Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2 marks.

10Q x 2M=20M

1.	Explain how SEMrush helps in digital marketing.	2 Marks	L1	CO
2.	List out the role of SEO in content strategy.	2 Marks	L1	CO
3.	Describe the role of social media management tools like Hootsuite.	2 Marks	L1	CO
4.	Identify the role of storytelling in content marketing.	2 Marks	L1	CO
5.	Content marketing help in building brand awareness? Comment	2 Marks	L1	CO
6.	Explain the primary function of Google Ads?	2 Marks	L1	CO
7.	Explain how hashtags help increase the visibility of a social media post.	2 Marks	L1	CO
8.	Describe a situation where using short-tail keywords might be more beneficial than long-tail keywords.	2 Marks	L1	CO
9.	Explain the difference between long-tail and short-tail keywords in digital marketing.	2 Marks	L1	CO
10.	Explain how SEO helps improve a website's visibility on search engines.	2 Marks	L1	CO

## Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	Defend how you would measure the performance of content optimized for these keywords and adjust your strategy if the results are not as expected	07 Marks	L2	CO
Or					
12.	a.	Compute the process of optimizing a website for search engines. Begin by explaining the importance of keyword research and how to identify the most relevant keywords for a website	07 Marks	L2	CO
13.	a.	Describe the key components of a buyer persona and how each component contributes to understanding customer behavior.	07 Marks	L2	CO
Or					
14.	a.	Describe a scenario where not understanding the audience persona negatively affected a marketing campaign. What could have been done differently?	07 Marks	L2	CO
15.	a.	Describe the key components of a buyer persona and how each component contributes to understanding customer behavior.	07 Marks	L2	CO
Or					
16.	a.	Explain the concept of content mapping and describe its role in guiding potential customers through the buyer's journey.	07 Marks	L2	CO
17.	a.	Describe a situation where poor content mapping could lead to a drop in engagement or conversions. How can this be avoided?	07 Marks	L2	CO
Or					
18.	a.	Describe different content promotion techniques such as social media sharing, email marketing, and influencer outreach, and explain how each helps promote content.	07 Marks	L2	CO
19.	a.	Explain the importance of content promotion in digital marketing and describe how it supports content visibility and reach.	07 Marks	L2	CO
Or					
20.	a.	Describe how you would measure the success of your SEO efforts and how you would adjust your strategy if the desired results are not achieved.	07 Marks	L2	CO

## Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	a.	A local fitness brand wants to increase engagement and drive more traffic to its website. Apply your understanding of content	15 Marks	L3	CO
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		strategy to outline a basic content plan that includes target audience, content types, and promotion channels.			
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<b>22.</b>	<b>a.</b>	A startup is launching a new eco-friendly product line. Apply content strategy principles to suggest a campaign plan including blog topics, social media posts, and influencer collaborations.	<b>15 Marks</b>	<b>L3</b>	<b>CO</b>
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<b>23.</b>	<b>a.</b>	A small business wants to grow its brand presence on YouTube. Apply your understanding of YouTube content development strategy to create a basic plan that includes content types, target audience, posting schedule, and engagement techniques.	<b>15 Marks</b>	<b>L3</b>	<b>CO</b>
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<b>24.</b>	<b>a.</b>	Apply the concept of the customer life cycle to create a marketing approach for a subscription-based meal delivery service. Include strategies for each stage: awareness, consideration, purchase, retention, and advocacy.	<b>15 Marks</b>	<b>L3</b>	<b>CO</b>
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