



PRESIDENCY UNIVERSITY

BENGALURU

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End - Term Examinations –MAY 2025

Date: 26-05-2025

Time: 01:00 pm – 04:00 pm

School: SOM-UG	Program: BBA (DIGITAL MARKETING)	
Course Code: BBD3002	Course Name: Content Strategy	
Semester: IV	Max Marks: 100	Weightage:50%

CO - Levels	C01	C02	C03	C04
Marks	10	10	37	43

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) 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.	Identify one benefit of using a content framework.	2 Marks	L1	C01
2.	State the meaning of lead generation in content marketing.	2 Marks	L1	C01
3.	List two tools used for keyword research.	2 Marks	L1	C02
4.	State the purpose of keyword research.	2 Marks	L1	C02
5.	List two types of content used in digital marketing.	2 Marks	L1	C03
6.	Recall any one KPI used to measure content success.	2 Marks	L1	C03
7.	Identify one platform where blogs are published.	2 Marks	L1	C03
8.	What is meant by audience persona in content strategy?	2 Marks	L1	C04
9.	List any two factors that influence audience content preferences.	2 Marks	L1	C04
10.	Name one benefit of mapping content to the customer journey.	2 Marks	L1	C04

Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	Explain how a content framework supports brand consistency.	07 Marks	L2	CO1
Or					
12.	a.	Describe how content strategy and content marketing are connected but different.	07 Marks	L2	CO1
13.	a.	Explain how hashtags increase content visibility on social media.	07 Marks	L2	CO2
Or					
14.	a.	Why is keyword reporting important for improving content reach?	07 Marks	L2	CO2
15.	a.	Describe how KPIs help in measuring the success of a content strategy.	07 Marks	L2	CO3
Or					
16.	a.	How does strategic storytelling improve user engagement? Explain with examples.	07 Marks	L2	CO3
17.	a.	Describe how audience psychographics influence content creation.	07 Marks	L2	CO4
Or					
18.	a.	Explain the significance of considering the consumer life cycle in content planning.	07 Marks	L2	CO4
19.	a.	A customer makes an average purchase of ₹800, visits the store 10 times a year, and stays loyal for 3 years. Calculate the Customer Lifetime Value.	07 Marks	L2	CO4
Or					
20.	a.	Explain how content mapping helps in planning effective content.	07 Marks	L2	CO4

Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	a.	<p>A new eco-friendly brand, GreenNest, wants to build awareness and engagement among environmentally conscious Gen Z customers. They have a website and an Instagram page but struggle with content planning.</p> <p>Question:</p> <p>As a content strategist, suggest appropriate content types and platforms GreenNest should focus on. Justify your choices considering their medium, objective, and possible KPIs.</p>	15 Marks	L3	CO3
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22.	a.	<p>Case Study: A non-profit organization, HealthFirst, uses email marketing to update donors and supporters. Engagement has recently dropped significantly.</p> <p>Question:</p> <p>Analyze the potential reasons for low engagement and recommend an improved content strategy using suitable content types and storytelling techniques to re-engage the audience.</p>	15 Marks	L3	CO3
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23.	a.	<p>A digital parenting magazine, LittleSteps, wants to launch a campaign targeting first-time millennial mothers across India.</p> <p>Question:</p> <p>Apply audience persona concepts and VALS typology to define the ideal audience for LittleSteps. Suggest suitable content preferences and a content calendar plan for the campaign.</p>	15 Marks	L3	CO4
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24.	a.	<p>A fintech startup, SavvyPocket, offers micro-investment tools for Gen Z users. They want to increase app downloads through personalized content.</p> <p>Question:</p> <p>Identify the target audience using demographics and psychographics. Propose a content mapping approach using the consumer life cycle and recommend appropriate CMS features to support personalization.</p>	15 Marks	L3	CO4
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