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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOM-PG | **Program:** MBA | |
| **Course Code :** MBA4068 | **Course Name:** Content Marketing | |
| **Semester**: IV | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **30** | **20** | **20** | **30** | **NA** |

**Instructions:**

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

**Part- A**

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| **Answer ALL the Questions. Each question carries 3marks. 10Q x 3M=30Marks** | | | | |
| **1** | Discuss the importance of understanding the buyer’s journey in content marketing. | **3 Marks** | **Comprehension** | **CO1** |
| **2** | Highlight how content marketing objectives differ from traditional advertising objectives. | **3 Marks** | **Comprehension** | **CO1** |
| **3** | Explain the benefits and goals of content marketing for businesses. | **3 Marks** | **Comprehension** | **CO1** |
| **4** | Provide one example of a campaign where ethical considerations were pivotal to its success or failure. | **3 Marks** | **Comprehension** | **CO1** |
| **5** | Explain the evolution of content marketing. How has it transformed from traditional advertising methods? | **3 Marks** | **Comprehension** | **CO1** |
| **6** | Explain the difference between owned, earned, and paid content distribution channels. Provide an example of each. | **3 Marks** | **Comprehension** | **CO1** |
| **7** | How can social media marketing and email marketing complement each other to promote content effectively? | **3 Marks** | **Comprehension** | **CO1** |
| **8** | What factors should be considered when selecting an influencer for collaboration in content promotion? | **3 Marks** | **Comprehension** | **CO1** |
| **9** | List three analytics tools commonly used to track content performance. | **3 Marks** | **Comprehension** | **CO1** |
| **10** | List the Key Performance Indicators (KPIs), essential in measuring the success of a content marketing strategy? | **3 Marks** | **Comprehension** | **CO1** |

**Part- B**

**Answer all the Questions 4Qx10M = 40 Marks**

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| **11.** |  | Emerging technologies such as AI, AR, and VR are shaping the future of content marketing. Demonstrate two emerging trends and their potential impact on content marketing strategies with appropriate examples. | **10 Mark** | **Application** | **CO2** |
| **Or** | | | | | |
| **12.** |  | Content comes in many forms, from blog posts to videos. For a travel agency, suggest three types of content and explain how each can help engage its target audience. | **10 Mark** | **Application** | **CO2** |

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| **13.** |  | Demonstrate the role of A/B testing in optimizing content promotion campaigns. Provide an example of a scenario where A/B testing could improve results. | **10 Mark** | **Application** | **CO3** |
| **Or** | | | | | |
| **14.** |  | How can user-generated content (UGC) be leveraged for content promotion, and what are its advantages compared to brand-created content? | **10 Mark** | **Application** | **CO3** |

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| **15.** |  | Extrapolate the importance of visual content and graphics in content marketing. Provide an example of how tailoring content for different platforms (e.g., Instagram vs. LinkedIn) can enhance engagement. | **10 Mark** | **Application** | **CO2** |
| **Or** | | | | | |
| **16.** |  | Examine the role of paid advertising in content amplification. How does it enhance the reach of organic efforts? | **10 Mark** | **Application** | **CO3** |

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| **17.** |  | Outline the stages of a content marketing strategy. Demonstrate how understanding the target audience with user personas influences these stages. | **10 Mark** | **Application** | | **CO2** | |
| **Or** | | | | | | | |
| **18.** |  | What are the key elements of a successful newsletter strategy for content promotion? Provide examples of how to engage readers effectively. | **10 Mark** | **Application** | **CO3** | |

**Part- C**

**Answer the following questions 2Qx15M=30Marks**

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| **19.** |  | Case Study: Dove’s Real Beauty Campaign  In 2004, Unilever launched the Dove Campaign for Real Beauty, developed by the Ogilvy & Mather agency, aiming to challenge and redefine traditional beauty standards. Extensive global research conducted by Dove revealed that only 2% of women considered themselves beautiful. This insight formed the foundation of a campaign designed to inspire confidence and celebrate natural beauty.  The campaign featured real women of diverse body types, ages, and ethnic backgrounds in a variety of content formats:   1. Billboard and print ads in major cities showing unretouched photos of women. 2. The “Evolution” video (2006), which showed the transformation of a real woman into a photoshopped model. It went viral on YouTube, amassing millions of views. 3. The “Real Beauty Sketches” video (2013), where a forensic artist drew women based on their self-description and others’ descriptions, highlighting self-esteem issues. This video generated over 50 million views in 12 days and became one of the most shared online videos of the year. 4. Integrated campaigns across TV, digital, PR, and social media platforms. 5. Dove also launched the Dove Self-Esteem Project, delivering workshops and educational content to boost confidence in young people.   Dove measured campaign success through both quantitative and qualitative metrics, tracking brand perception, online engagement, social media reach, and increases in product sales. The campaign reportedly contributed to a sales increase from $2.5 billion to over $4 billion globally in the years following launch.  Q 1) Discuss how Dove used research and audience insights to shape its content.  Q 2) Describe the variety of formats and platforms used, and how messaging was tailored to support the brand’s purpose.  Q 3) Identify and evaluate the metrics and tools Dove likely used to assess campaign reach, engagement, brand sentiment, and sales impact. | **15 Mark** | **Application** | **CO4** |

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| **20.** |  | Case Study: Airbnb’s Email Marketing & Newsletter Strategy  Airbnb, founded in 2008, disrupted the travel industry by offering short-term lodging options and unique travel experiences. With over 150 million users and 7 million listings across 220+ countries, Airbnb has become a global brand. A key pillar of its growth has been its data-driven email marketing and newsletter strategy, which focuses on personalization, automation, and user engagement.  Airbnb’s email campaigns include:   * Personalized recommendations based on previous search behaviour, travel history, and user preferences. For example, if a user looked at cabins in Colorado, their next newsletter might feature trending destinations in the Rockies or nearby experiences. * Automated transactional emails, such as booking confirmations, reminders, host communication, and check-in instructions — all optimized for mobile. * Dynamic newsletters, tailored to users’ interests, featuring curated listings, local guides, seasonal promotions, and top-rated experiences. These are often A/B tested for subject lines, visuals, and CTAs.   Airbnb uses tools like Braze and Mailchimp, integrated with their CRM and user data systems, to run multi-step campaigns based on behavior. Email campaigns are localized in more than 30 languages and personalized for market preferences.  Key performance results include:   * Open rates up to 40%, well above the industry average of ~20%. * Click-through rates (CTR) between 10–18% on experience-focused newsletters. * Significant repeat bookings driven by re-engagement emails with personalized offers or last-minute getaway options. * Consistent A/B testing showed a 14% improvement in CTR when using localized subject lines.   Q 1) Discuss how Airbnb segments its audience and tailors content in its emails.  Q 2) Evaluate the use of personalization in Airbnb’s email campaigns and how it enhances customer experience.  Q 3) Comment on visual and contextual elements used in newsletters to increase engagement. | **15 Mark** | **Application** | **CO4** |