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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 12/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: BBD3002

Course Name: Content Strategy

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	10	80

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Recall the meaning of audience research in content planning.	2	CO1	BT1
2	List the key elements of a content strategy.	2	CO1	BT1
3	State the purpose of a content calendar.	2	CO1	BT1
4	What is the role of SEO in content strategy?	2	CO1	BT1
5	What are content pillars ?	2	CO1	BT1

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Explain in your own words why content strategy is important for a brand.	10	CO2	BT2
7	Describe how content pillars help maintain brand consistency.	10	CO2	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Explain how content marketing supports different stages of the marketing funnel.	10	CO2	BT2
9	Describe how storytelling in content marketing influences customer decision-making at various funnel stages.	10	CO2	BT2

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Summarize how a content strategy framework helps in planning, distributing, and measuring content.	10	CO2	BT2
11	Interpret how content planning ensures consistency across multiple channels.	10	CO2	BT2

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Describe how blogs and educational content contribute to the awareness stage of the funnel.	10	CO2	BT2
13	Explain how copywriting helps communicate a brand's value proposition.	10	CO2	BT2