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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: 11/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: MBA4068

Course Name: Content Marketing

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	35	35

Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Highlight how content marketing objectives differ from traditional advertising objectives.	3	CO1	BT2
2	Provide one example of a campaign where ethical considerations were pivotal to its success or failure.	3	CO1	BT2
3	Explain the evolution of content marketing.	3	CO1	BT2
4	Discuss the importance of understanding the buyer's journey in content marketing.	3	CO1	BT2
5	Explain the benefits and goals of content marketing for businesses.	3	CO1	BT2

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Imagine you are developing a content marketing strategy for a fitness app targeted at young professionals. . a) Identify two potential user personas for this audience. b) Suggest three types of content you would create for these personas and explain their relevance.	10	CO2	BT3

7	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	CO2	BT3
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Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Outline the stages of a content marketing strategy. Explain how understanding the target audience with user personas influences these stages	10	CO1	BT2
9	Emerging technologies such as AI, AR, and VR are shaping the future of content marketing. Discuss two emerging trends and their potential impact on content marketing strategies with appropriate examples.	10	CO1	BT2

Part D: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
10	<p>You are a content marketing manager for a new plant-based food brand targeting environmentally conscious millennials. Your goal is to increase brand awareness and drive traffic to the company's website.</p> <p>Task: Social Media Plan</p> <ol style="list-style-type: none"> Choose two social media platforms that would be ideal for promoting the brand. Describe how you would tailor your content for each platform to maximize engagement. Identify three key performance indicators (KPIs) you would track to measure the success of the content marketing campaign. 	15	CO2	BT3