



Even Semester End Term Examination, May / June 2026

Date: 26/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BBD3002

Course Name: Content Strategy

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	28	40	92

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	List common content distribution channels.	2	CO1	BT1
2	Define content strategy.	2	CO1	BT1
3	Identify the role of storytelling in content marketing.	2	CO1	BT1
4	Define target audience in content strategy.	2	CO1	BT1
5	Identify the main goals of content strategy.	2	CO1	BT1
6	List the key components of a content strategy.	2	CO1	BT1
7	Identify popular platforms used for content distribution such as Instagram.	2	CO1	BT1
8	Name different types of keywords used in SEO.	2	CO1	BT1
9	Name the stages of the content marketing funnel.	2	CO1	BT1
10	Identify the main goals of content strategy.	2	CO1	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain why tone of voice is important for brand communication.	6	CO2	BT2
11.b	Classify content styles based on purpose (informative, persuasive, entertaining).	10	CO2	BT2
12.a	A startup is launching a new mobile app. Apply a content strategy to create awareness and drive downloads.	6	CO3	BT3

12.b	A company finds outdated content on its website. Apply content audit techniques to improve overall performance.	10	CO4	BT4
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Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	A brand has high reach but low engagement on Instagram. Apply suitable content strategy changes to improve engagement.	6	CO4	BT4
13.b	A business wants to expand its digital presence. Apply a content distribution strategy using multiple channels.	10	CO4	BT4
14.a	Explain why content repurposing is important in content strategy.	6	CO2	BT2
14.b	Explain how content style supports brand communication.	10	CO3	BT3

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain why KPIs are important for measuring content performance.	6	CO3	BT3
15.b	A blog contains outdated articles with old data. Apply content audit techniques to update and optimize the content.	10	CO4	BT4
16.a	Summarize the role of storytelling in building emotional connections with customers.	6	CO3	BT3
16.b	Demonstrate how a company can use storytelling in Instagram posts.	10	CO4	BT4

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Explain how content pillars help maintain brand consistency.	6	CO2	BT2
17.b	Explain how blogs help in addressing specific audience needs.	10	CO4	BT4
18.a	Explain the concept of backlinking and demonstrate how it can be used to improve the SEO performance of a website.	6	CO3	BT3
18.b	Analyze a situation where a blog receives high traffic but low conversions. What specific SEO and content-related changes would you recommend to improve conversion rates?	10	CO4	BT4

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Analyze a scenario where a webpage ranks on the second page of Google search results. What strategic SEO actions would you take to improve its ranking to the first page?	6	CO4	BT4

19.b	Analyze a situation where content is attracting traffic but failing to engage users. How would you modify the content strategy based on audience behavior insights to improve user engagement?	10	CO4	BT4
20.a	Demonstrate how data from Google Analytics can be used to improve content planning and performance.	6	CO3	BT3
20.b	Differentiate between short-tail and long-tail keywords and analyze when to use each.	10	CO4	BT4