



Even Semester End Term Examination, May / June 2026

Date: 18/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: MBA4068

Course Name: Content Marketing

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	15	35	40	50

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Explain the importance of the buyer's journey in content marketing.	3	CO1	BT2
2	What are the key elements of a compelling headline?	3	CO1	BT1
3	Explain the role of user persona in content marketing.	3	CO1	BT2
4	Explain the role of storytelling in content marketing.	3	CO1	BT2
5	Explain the role of an editorial calendar or content schedule.	3	CO1	BT2
6	What is the role of social media in content promotion?	3	CO2	BT1
7	Explain the application of A/B testing in content marketing.	3	CO2	BT2
8	Explain the role of user-generated content (UGC) with appropriate example.	3	CO2	BT2
9	Explain the significance of KPIs in content marketing with appropriate examples.	3	CO2	BT2
10	Explain the role of different types of content used in digital marketing.	3	CO2	BT2

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	Apply the buyer's journey framework to design content for a student choosing an MBA program.	10	CO2	BT3
12	A fitness app wants to increase credibility. Choose a plan to create	10	CO2	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	A brand's blogs are not getting clicks. Apply headline writing principles to improve performance.	10	CO3	BT3
14	A travel company wants to attract solo female travelers. Apply user persona concepts to design content.	10	CO3	BT3

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	A coaching institute spends heavily on print ads but sees declining enrollments. Plan an alternative approach to attract prospective students using digital channels.	10	CO3	BT3
16	A student is exploring options for pursuing an MBA and interacts with multiple sources before making a decision. Develop a content plan that supports this decision-making process.	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	A fitness app has good features but lacks user trust. Examine ways to improve credibility through digital efforts.	10	CO4	BT4
18	A food delivery app wants to increase engagement on its social media pages. Analyze ideas for creating engaging and relevant content.	10	CO4	BT4

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	Case : EdTech Platform with Low Conversions An EdTech company, <i>LearnPro</i>, offers online certification courses. It generates leads through webinars and free downloadable resources. Although the company has a database of over 50,000 leads, conversion rates remain below 2%. Observations: • Emails sent are generic and not personalized • No structured follow-up after webinars	15	CO4	BT4

- Content does not address specific learner concerns
- High unsubscribe rates

Question:

Examine the issues and propose a structured content marketing plan to improve lead conversion and engagement.

20

Case: Struggling D2C Skincare Brand

A D2C skincare brand, *PureGlow*, has been operating for 2 years and sells organic products targeted at women aged 22–35. The brand invests heavily in Instagram ads and influencer promotions. While website traffic has increased by 60% in the last 6 months, sales have grown by only 10%.

Customer feedback indicates:

- Lack of trust in product claims
- Confusion about which product suits them
- Limited educational content

The brand currently posts mostly promotional content (discounts, offers, product images) and has no blog or long-form content strategy.

Question:

Analyze the situation and recommend a structured content strategy to improve engagement and conversions.

15

CO4

BT4