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**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : MBA3061

Course Name : Content Marketing

Program : MBA

Date : 1st -JAN-2024

Time : 10:00AM - 1:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

10Q X 3M = 30M

1. Name THREE key benefits that businesses can derive from a successful content marketing strategy, and explain how each contributes to overall business success.
(CO1) [Knowledge]
2. Explain the core purpose of creating engaging and valuable content in content marketing.
(CO1) [Knowledge]
3. Explain the significance of incorporating visual content, such as videos, in a content marketing strategy. Provide two benefits that videos can offer to engage and connect with the audience.
(CO2) [Knowledge]
4. Explain the purpose of an editorial calendar in content marketing. Provide two advantages of using an editorial calendar for planning and organizing content.
(CO2) [Knowledge]
5. Explain the route adopted by businesses to encourage and leverage user-generated content. Provide any two examples of successful campaigns that involve user-generated content.
(CO3) [Knowledge]
6. Describe two key strategies for effective outreach when initiating collaboration with influencers in content marketing. Highlight the importance of building and maintaining relationships with influencers.
(CO3) [Knowledge]
7. Explain the concept of "shareable content" in the context of social media marketing. Provide two characteristics that make content more likely to be shared on social media platforms.
(CO3) [Knowledge]
8. Name two popular analytics tools used for tracking content performance. Briefly explain how each tool provides insights into user behavior and content engagement.
(CO4) [Knowledge]

9. Explain the importance of incorporating audience feedback into the content creation process. Provide two benefits of actively listening to your audience and adjusting content strategies based on their input.
(CO4) [Knowledge]
10. Define audience engagement in the context of content marketing and explain why it is considered a crucial metric. Provide one example of a metric used to measure audience engagement.
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTION

6Q X 7Q = 42M

11. Elaborate on the significance of soliciting audience feedback in content marketing. Explain how does it contribute to refining content strategies, enhancing user engagement, and building a stronger connection between brands and their target audience.
(CO1) [Comprehension]
12. Explain the **Essential Metrics** that businesses should focus on when measuring the success of their content marketing efforts, and how do these metrics provide insights into audience engagement, brand awareness, and overall campaign effectiveness.
(CO1) [Comprehension]
13. Outline the critical need for adapting content to the unique characteristics of platforms like social media, blogs, and video channels. Explain how does this step contribute to increased audience engagement and message effectiveness.
(CO2) [Comprehension]
14. Understanding audience behavior plays a pivotal role in shaping every aspect of content marketing, from initial planning to the execution of strategies. Explain in which ways does the understanding of audience behavior influence the planning and execution of effective content marketing strategies.
(CO3) [Comprehension]
15. Explore the A/B testing process in content marketing, focusing on best practices and key metrics for evaluation. How can businesses effectively design and execute A/B tests to refine their content strategies?
(CO3) [Comprehension]
16. Explore the synergy between organic content efforts and paid advertising in content marketing. How do businesses strike a balance between leveraging organic reach and employing paid strategies to amplify content?
(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2Q X 14M = 28M

17. 1. **DigitalDynamics**, a tech start-up, is launching a new app designed to simplify time management for busy professionals. The success of the app hinges on effective audience engagement and understanding user behavior. **DigitalDynamics** aims to analyse how users engage with the app and identify patterns in their behavior to enhance the overall user experience.
1. Examine the key metrics and indicators DigitalDynamics should focus on to analyse audience engagement for its time management app.
 2. Discuss how these metrics can provide insights into user behavior and contribute to refining the app's features and functionality. Propose a strategy for DigitalDynamics to proactively respond to user behavior insights.
- (CO2) [Application]

18. 1. **BrightIdeas**, a content curation and marketing agency, has taken on the challenge of revamping the online presence of a traditional family-owned bakery. To breathe new life into the brand, they are incorporating storytelling techniques into their content curation and marketing strategy. The bakery, known for its secret recipes passed down through generations, wants to connect with a younger audience while retaining its loyal customer base.
1. Evaluate the effectiveness of storytelling techniques in the context of content curation and marketing for a traditional bakery. Identify specific storytelling elements that can be woven into the content to create an emotional connection with the audience.
 2. Develop a comprehensive storytelling plan for BrightIdeas, outlining the key narratives and themes to be integrated into the bakery's content. Consider the various channels, including social media, blogs, and email newsletters.

(CO4) [Application]