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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - NOV 2023**

**Semester :** Semester III - 2022

**Course Code :** MBA3061

**Course Name :** Sem III - MBA3061 - Content Marketing

**Program :** MBA

**Date :** 3-NOV-2023

**Time :** 2:00PM - 3:30PM

**Max Marks :** 50

**Weightage :** 25%

**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**

**(5 X 2 = 10M)**

1. Content Marketing is widely used in both B2B & B2C organizations. Describe the two objectives of Content Marketing  
(CO1) [Knowledge]
2. Given the large number of websites that are continuously vying for consumer attention, it becomes imperative to have some solid optimization strategies for website visibility in place. What does the acronym SEO stand for in Content Marketing & describe its meaning for a Content specialist.  
(CO1) [Knowledge]
3. A good quality content is able to grab audience attention & interest. Describe why "Headlines" are an important hook in Content Marketing.  
(CO2) [Knowledge]
4. A business is always keen to use Content Marketing for Lead Generation. Describe three KPIs (Key performance Indicators) that the business must track to measure Lead Generation.  
(CO2) [Knowledge]
5. Content Marketing is a relatively new technique. Explain what is Content Marketing, and how does it differ from Traditional Advertising.  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(3 X 6 = 18M)**

6. Content marketing enables a firm to create and share valuable, informative content that addresses the customers' needs. Explain how does content marketing contribute to building customer loyalty and retention.  
(CO1) [Comprehension]

7. Content Marketing organizations use a variety of formats to communicate their Business & Brand stories. Describe at least three common types of content used in content marketing and its purpose.

(CO1) [Comprehension]

8. Brands have started realizing the power of storytelling in connecting with its audience. Explain what role does storytelling play in content marketing and also explain how can a compelling narrative enhance the impact of the content?

(CO1) [Comprehension]

### **PART C**

#### **ANSWER THE FOLLOWING QUESTION**

**(2 X 11 = 22M)**

9. Imagine that you work for a startup that is about to launch a revolutionary health and wellness product. Your task is to create a content marketing plan for the product launch to generate buzz, educate potential customers, and drive sales.

1. Explain the many forms of material that you would generate for the purpose of product launch, and provide a rationale for each choice, such as blog posts, videos, and infographics. [5M]
2. Explain how would you segment your target audience and tailor content for different segments [6M]

(CO2) [Application]

10. Imagine you are the Content Head for a company. One of your key competitors has launched a highly successful content marketing campaign that's gaining attention in your industry.

1. Explain how would you respond to this competitive challenge[5M]
2. Describe your strategy for maintaining your brand's position and engaging with the audience effectively in this situation [6M]

(CO1) [Application]