

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024**

Semester: Semester VI - 2021
Course Code: BBA3067
Course Name: Content Strategy
Program: BBA

Date: May 31, 2024
Time: 9:30AM – 12:30PM
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 ANY 5 QUESTIONS

5 X 2 = 10M

1. Define on-page optimization. (CO1) [Knowledge]
2. "A well-crafted hashtag contribute to brand storytelling." Recognize. (CO2) [Knowledge]
3. Discuss the difference between on-page and off-page SEO. (CO3) [Knowledge]
4. Define Content Management System. (CO4) [Knowledge]
5. Discuss the role of budget in content marketing. (CO5) [Knowledge]
6. Define Content Strategy. (CO1) [Knowledge]
7. Recognize the term 'audience persona'. (CO4) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50M

8. Examine the key features of the eco-friendly skincare products, such as organic ingredients, sustainable packaging, and cruelty-free certifications for your upcoming content marketing strategy plan. (CO5) [Comprehension]

9. Demonstrate how to set up user roles and permissions within a CMS to ensure only authorized users can publish content and manage website settings. (CO4) [Comprehension]
10. Develop a strategy for integrating social media platforms into radio content to enhance listener interaction. (CO3) [Comprehension]
11. Explain the factors you should consider when selecting keywords for SEO? Also state the role of keywords variations in keywords research. (CO2) [Comprehension]
12. Briefly explain how you measure the success of hashtags in terms of reach, engagement, brand sentiment, lead generation, or sales conversion. (CO2) [Comprehension]
13. Describe the following terms brand identity, audience engagement, marketing objectives in regards to content creation. (CO1) [Comprehension]
14. Explain the role of hashtags play in social media marketing strategies, and how can businesses effectively utilize them to enhance brand visibility, engagement, and reach? (CO2) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40M

15. You're working with a start up in the fitness industry that wants to establish thought leadership and build brand authority. How would you create a content strategy to position the company as an industry expert and attract a loyal following?
Question:
1. Create a roadmap for developing a thought leadership content strategy, including content formats, distribution channels.
 2. Formulate tactics for engaging with the target audience and industry influencers.
- (CO5) [Application]
16. You're tasked with revitalizing the content strategy for a B2B software company. The goal is to increase lead generation and conversion rates through content marketing. How would you approach this challenge?
Questions
(A) Describe the steps you would take to assess the current content strategy, identify areas for improvement.
(B) Develop a new strategy aligned with the company's goals and target audience.
- (CO4) [Application]
17. You are a social media manager for a sustainable fashion brand that offers eco-friendly clothing, accessories, and lifestyle products. Your goal is to create an effective Instagram content strategy to showcase the brand's values, engage with followers, and drive sales.
- Questions:
Q.1 Develop an Instagram content strategy for the sustainable fashion brand.
Q.2 Outline key content themes, post formats, engagement tactics, and metrics for evaluating success.
- (CO1) [Application]