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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE &ECONOMICS**

**Summer Term End Term Examinations, August 2024**

**Summer Semester**: 2023 - 24

**Course Code**: MGI266

**Course Name**: Content Strategy

**Program & Sem**: BBA VI

**Date**: 06/ Aug / 2024

**Time**: 1:00PM - 4.00PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programmable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any Five Questions. (5 Q x 2 M = 10 M)**

1. Describe the term ‘Facebook Ads’ (C.O.No.1) [Remember]

2. Explain the role of budget in content marketing. (C.O.No.1) [Remember]

3. Explain the difference between on-page and off-page SEO. (C.O.No.1) [Remember]

4. Recognize the keyword reports that help in identifying relevant search terms for a website? (C.O.No.1) [Remember]

5. State the mechanism businesses use hashtag campaigns for marketing? (C.O.No.1[Remember]

6. Identify relevant keywords for an online retail store. (C.O.No.1) [Remember]

7. Define Content Management System. (C.O.No.1) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

7.Develop content strategies such as blog posts, social media campaigns, and influencer collaborations that highlight the benefits of using eco-friendly skincare, share skincare tips, and educate about sustainable beauty practices. (C.O.No.2) [Understand]

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.C.O.No.3) [Understand]

9. 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? (C.O.No.3) [Understand]

10. Briefly explain how you measure the success of hashtags in terms of reach, engagement, brand sentiment, lead generation, or sales conversion. (C.O.No.3)

11. Explain specific objectives do you aim to achieve through your hashtag strategy. (C.O.No.4)

12. Explain how does content marketing intersect with other marketing disciplines such as branding, advertising, public relations. (C.O.No.4)

13. Explain in detail how does a comprehensive content strategy contribute to the overall success of a business. (C.O.No.4)

**Part C**

**Answer any TWO Questions. (2 Q x 20M = 40 M)**

13. Scenario: Assume you're a social media strategist tasked with developing a hashtag strategy for a new product launch campaign for a tech company. The company is introducing a revolutionary smartphone with advanced features targeting tech-savvy consumers. Your goal is to create a hashtag strategy that maximizes brand visibility, engages the target audience, and generates buzz around the product launch.  
  
Q1 Sketch out  a hashtag strategy for the tech company's new smartphone product launch campaign? Outline the steps you would take and explain the rationale behind each step. (C.O.No.4) [Apply]

14. Scenario: You are the head of marketing for a growing e-commerce startup that specializes in eco-friendly and sustainable home goods. The company has seen steady growth in its customer base but wants to accelerate its brand awareness and customer engagement efforts through a comprehensive content strategy. Your CEO has tasked you with developing a content strategy that not only showcases the company's commitment to sustainability but also educates and inspires consumers to adopt more eco-conscious lifestyle choices. Additionally, the strategy should drive traffic to the e-commerce website, increase social media engagement, and ultimately lead to higher sales conversions.

Q.1 Interpret the approach you would like to do for this challenge.

Q.2 Demonstrate the unique positioning of the brand and the evolving landscape of digital marketing? (C.O.No.5) [Apply]

Q.3 You're a content strategist for a fashion brand launching a new collection. The target audience is primarily young adults interested in sustainable fashion. How would you develop a content strategy to promote this collection across social media platforms? (C.O.No.5) [Apply]

Questions

(A) Explain the key elements of your content strategy, including the types of content you would create, the platforms you would prioritize, and

(B) Interpret how you would engage the target audience effectively.