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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: BBA (E-COMMERCE MARKETING)

Subject (Course): Content Marketing

Course Code : BBCM 179

No. of page/s:

Semester – IV

Max. Marks : 100

Duration : 3 Hrs

Section A

Attempt all questions. Each carry equal marks

(20 x 1= 20 Marks)

1. Content marketing helps with
 - a. SEO
 - b. Brand Building
 - c. Social Media
 - d. All of the above

2. Which is not a benefit of creating a content rich landing page?
 - a. Rank high in search engines for a keyword phrase
 - b. Higher leads and sales
 - c. High social signals
 - d. Quality Score for AdWords

3. Which of the following tool can't be used to schedule content?
 - a. Hoot suite
 - b. Buffer
 - c. None of these
 - d. Facebook

4. Which of the following is the best kind of Content?
 - a. Paid
 - b. Owned
 - c. Earned
 - d. Rented

5. Which content marketing statistic is most important?
 - a. Like
 - b. Subscribe
 - c. Share
 - d. Comment

6. Which of the following Social media does not have a link out on a post level?
 - a. Facebook
 - b. Instagram
 - c. Twitter
 - d. LinkedIn

7. Which of the following statement is true to increase organic reach on social media?
 - a. People like and follow page only
 - b. People like and share content only
 - c. Like page, Follow page, Engage with content only
 - d. Share content only

8. Which of the following social media doesn't use a business page?
 - a. Instagram
 - b. Facebook
 - c. Twitter
 - d. LinkedIn

9. AdWords doesn't give me?
 - a. Keyword search volume
 - b. Keyword bidding price
 - c. Negative Keywords
 - d. Who is searching Keywords

10. A content marketer should be able to?
 - e. Write Web and Blog for search engines
 - f. Create highly engaging content to grow a brand organically
 - g. All of these
 - h. Create an attention grabbing ad copy

One Word Answers

- Q.11 The headline is one of the most important elements of a blog post (True or False)?
- Q.12 When I research multiple articles and content and create a new content in my words then it is called _____?
- Q.13 The age, gender of a target audience is also known as?
- Q.14 Name a tool apart from buffer to schedule content on social media?
- Q.15 When a search engine is recommended by social media about a website (business) then it's called?
- Q.16 If I am creating keyword rich content for my blog/ website, I am optimizing it for?
- Q.17 Name a tool to do Keyword analysis.
- Q.18 Where else can I use content marketing apart from Search engines and Social?
- Q.19 We should do content marketing for our product/ services or audience?
- Q.20 Relevance scores in social media hints me to improve _____?

Section B

Attempt all questions. Each carry equal marks (5 x 4= 20 Marks)

- Q.1 What is Social Signal? What it can do.
- Q.2 What is a content calendar? Explain Content Scheduling and Distribution.
- Q.3 List and define 5 key points to keep in mind while creating content.
- Q.4 Define: Impression, Interaction, Reach, Engagement and Conversion.

Section C

Attempt any two. Each carry equal marks (2 x 15= 30 Marks)

- Q.1 Explain content marketing building block in detail. Use a neat diagram.
- Q.2 How Content Marketing impacts audience through "Social Media"? Use the analogy of multiple social media to explain how it works.

Section D

Answer the following question. (30 Marks)

- Q.1 How can we make a blog or web content searchable in terms of a search engine? Explain the process of "Keyword Analysis". Make sure to explain the meaning of: Avg. Monthly Searches, Competition, Bid price and how to make a selection of keywords with example.