

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Content Marketing BBCM 179	Semester: IV
Programme: BBA –Digital Marketing	Time: 03 hrs.
Max. Marks: 100	Instructions:

SECTION A

S. No.		Marks	CO
Q 1	Content marketing helps with a) SEO b) Brand Building c) Social Media d) All of the above	1	CO2
Q 2	Which content marketing statistic is most important? a) Like b) Subscribe c) Share d) Comment	1	CO3
Q 3	“Creative is the variable” is least effective if a) Content is great b) We create something that stand out c) Try to do conversion d) Grabs attention in noisy social media	1	CO3, CO4
Q 4	While targeting audience which of the following factor is least important a) Buying Persona b) Customer Loyalty c) Demographics d) Interest and Affinity Category	1	CO5
Q 5	Which of the following tools is meant for Content Analytics? a) Contently b) Buffer c) Slide Share d) Right relevance	1	CO4
Q 6	Which of the following statements is most relevant when you’ve to pick between Paid Ad and Content marketing? a) Paid ads provide more results with less effort unlike content marketing b) Building a business using paid ads only will not go so far c) Unlike paid ads great content can build brand and value over time d) Paid ad can drive temporary sales	1	CO5

Q 7	Content marketing are used in a) Newspapers/ magazines b) Websites/ Blogs c) Social Media Platforms d) All of the above	1	CO1
Q 8	Which of the following metrics is least important in terms of Content Marketing? a) Engage time b) Finish Percentage c) Audience Percentage d) Share and Comment	1	CO3
Q 9	Which of the following statement is false in terms of Content Marketing? a) Content Marketing is not about you but your customers. b) Content Marketing is a long-term strategy to acquire user base. c) Content Marketing is a short-term method to sell product or service. d) Content Marketing builds relationship with our audience.	1	CO4
Q 10	A content marketer should be able to? a) Write Web and Blog for search engines b) Create highly engaging content to grow a brand organically c) All of these d) Create an attention-grabbing ad copy	1	CO6
Q 11	When I research multiple articles and content and create a new content in my words then it is called _____?	1	CO6
Q 12	Context is _____?	1	CO4
Q 13	The age, gender of a target audience is also known as?	1	CO7
Q 14	Name a tool apart from buffer to schedule content on social media?	1	CO3
Q 15	When a search engine is recommended by social media about a website (business) then it's called?	1	CO4
Q 16	Name a tool to do Keyword analysis.	1	CO5
Q 17	Name a tool to check the quality of a searchable written content?	1	CO6
Q 18	The headline is one of the most important elements of a blog post (True or False)?	1	CO7
Q 19	Creating great content is not enough, we also need to _____ it for reach?	1	CO8
Q 20	EQ stands for?	1	CO7
SECTION B			
Q 1	What is Social Signal? What it can do.	5	CO5
Q 2	What is a content calendar? Explain Content Scheduling and Distribution.	5	CO8
Q 3	Define: Impression, Interaction, Reach, Engagement and Conversion.	5	CO7
Q 4	List and define 5 key points to keep in mind while creating content.	5	CO3
SECTION-C			
Q 1	Explain content marketing building block in detail. Use a neat diagram.	15	CO4

Q 2	How Content Marketing impacts audience through "Social Media"? Use the analogy of multiple social media to explain how it works.	15	CO5
SECTION-D			
Q 1	Explain Content Optimization in SEO in detail.	30	CO5, CO6, CO7,

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SECTION A

S. No.		Marks	CO
Q 1	<p>“Creative is the variable” is least effective if</p> <ul style="list-style-type: none"> a) Content is great b) We create something that stand out c) Try to do conversion d) Grabs attention in noisy social media 	1	CO1
Q 2	<p>Which of the following statement is false in terms of Content Marketing?</p> <ul style="list-style-type: none"> a) Content Marketing is not about you but your customers. b) Content Marketing is a long-term strategy to acquire user base. c) Content Marketing is a short-term method to sell product or service. d) Content Marketing builds relationship with our audience. 	1	CO1
Q 3	<p>Content marketing helps with</p> <ul style="list-style-type: none"> a) SEO b) Brand Building c) Social Media d) All of the above 	1	CO1, CO2
Q 4	<p>Which of the following is best kind of Content?</p> <ul style="list-style-type: none"> a) Paid b) Owned c) Earned d) Rented 	1	CO2
Q 5	<p>Which of the following metrics is least important in terms of Content Marketing?</p> <ul style="list-style-type: none"> a) Engage time b) Finish Percentage c) Audience Percentage d) Share and Comment 	1	CO3
Q 6	<p>Which of the following tools is meant for Content Analytics?</p> <ul style="list-style-type: none"> a) Contently b) Buffer c) Slide Share d) Right relevance 	1	CO5
Q 7	<p>Content marketing are used in</p> <ul style="list-style-type: none"> a) Newspapers/ magazines b) Websites/ Blogs 	1	CO1

	c) Social Media Platforms d) All of the above		
Q 8	Which of the following is a type of content? a) Audio Video b) Images c) Text d) All of the above	1	CO5
Q 9	What is the most important metrics need to consider during content marketing? a) Share b) Comment c) Subscription d) Like	1	CO6
Q 10	Which of the following statements is most relevant when you've to pick between Paid Ad and Content marketing? a) Paid ads provide more results with less effort unlike content marketing b) Building a business using paid ads only will not go so far c) Unlike paid ads great content can build brand and value over time d) Paid ad can drive temporary sales	1	CO5
Q 11	Name a tool to create Image content?	1	CO5
Q 12	Context is _____?	1	CO6
Q 13	List one of the characteristics of a great content?	1	CO2
Q 14	Name a form of Demographics.	1	CO2
Q 15	Which tool is used to do Keyword research?	1	CO2
Q 16	After one create content what matters to actually get the engagement?	1	CO3
Q 17	Content is important for Tradition Media or Digital Media?	1	CO4
Q 18	What is that we need to build through content Marketing to connect with our audience?	1	CO4
Q 19	List one point we need to keep in mind while we are creating content?	1	CO5
Q 20	Name to tool that helps to create a searchable written content.	1	CO3
SECTION B			
Q 1	Describe characteristics of great content in terms of Brand Building.	5	CO5
Q 2	What are Demographics? Explain the benefits of having Demographics.	5	CO6
Q 3	Why CARE?	5	CO7
Q 4	What is a good strategy for getting more people to find your content in the first place?	5	CO3
SECTION-C			

Q 1	<p>Explain the following:</p> <ul style="list-style-type: none"> a) Fly wheel b) 4 step Content Marketing strategy c) Context over Content d) Long term content campaign over short term paid advertisement e) Content is King 	15	CO3, CO4, CO5,
Q 2	<p>What is a content calendar, why it is used and how does a content marketer create it?</p> <p>A new competitor for Nike and Adidas is going to launch sportswear for athletes, gym people and sportsmen, their business objective is to provide quality sportswear to everyone. They want to build a value and brand focusing on sales as well.</p> <p>Create a content calendar (filled with details) for this quarter of the year by keeping the following points in mind:</p> <ul style="list-style-type: none"> a) Key Dates b) Strategy and Tactics c) Scheduling d) Calendar Overview e) Social Media 	15	CO5, CO6, CO7
SECTION-D			
Q 1	<p>How can we make a blog or web content searchable in terms of a search engine?</p> <p>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.</p>	30	CO6, CO7, CO8,