


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Content Marketing

Program: BBA DM

Course Code: MKTG2021

Semester: V

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions. Each carry equal marks.		CO1
(a)	Which of the following app can be used to create Podcast? (i) YouTube (ii) Spotify (iii) Canva (iv) Freepik	2	
(b)	Content marketing helps with: (i) Search Engine Optimization (ii) Brand Building (iii) Social Media (iv) All of the above	2	
(c) is the process of optimizing a website so that people can easily find it via search engines like Google. (i) Google analytics (ii) Search engine optimization (iii) Social media analytics (iv) None of these	2	
(d)	An effective content strategy involves: (i) Creative data (ii) Alignment with the consumer journey (iii) Constant monitoring of key metrics (iv) All of the above	2	
(e)	Event ads is the type of ads. (i) Facebook (ii) Instagram (iii) YouTube (iv) LinkedIn	2	
(f)	A blog post may include a	2	

	(i) Video (ii) Interactive charts (iii) Infographic (iv) All of the above		
(g)	A is a written schedule of when and where you plan to publish upcoming content. (i) Google scheduling (ii) Social media scheduling (iii) Content calendar (iv) Google analytics	2	
(h)	A good content always: (i) Engage audience (ii) Build trust and rapport (iii) Boost revenue (iv) All of these	2	
(i) are semi-fictional representations of your ideal customers based on data and research. (i) Google analytics (ii) Buyer personas (iii) Search engine optimization (iv) Keyword optimization	2	
(j)	Name the shortest type of non-skippable YouTube video ad of 6 seconds that spots play before a viewer's chosen video. (i) Bumper (ii) TrueView in-stream ads (iii) Overlay ads (iv) Video discovery ads	2	

SECTION B
4Qx5M= 20 Marks

Q 2	Attempt all questions. Each carry equal marks.		CO2
a	Justify the relevance of LinkedIn ads in promoting a professional event.	5	
b	What are the commercial benefits of creating interactive content?	5	
c	Explain the characteristics of a good content for a blog.	5	
d	Analyze the role of content marketing in terms of buying persona.	5	

SECTION-C
3Qx10M=30 Marks

Q 3	Attempt all questions. Each carry equal marks.		CO3
(a)	Suggest some content strategies to make a video go viral on YouTube.	10	
(b)	Differentiate between an event ad and document ad on LinkedIn.	10	

(c)	Demonstrate, how does the content marketing help in addressing the target audiences through YouTube?	10	
SECTION-D 2Qx15M= 30 Marks			
Q 4	Attempt all questions. Each carry equal marks.		CO4
(a)	How can we make a blog or web content searchable in terms of a search engine? Explain the process of “Keyword Analysis”.	15	
(b)	How to understand our potential customers. Explain the content marketing success roadmap with an example. OR “Content is a king” – elucidate the significance of this statement while optimizing search engine optimization for content marketing.	15	