

[This question paper contains 4 printed pages.]

Your Roll No.....

**H**

Sr. No. of Question Paper : 5953

Unique Paper Code : 2034001217

Name of the Paper : Content and Brand Marketing

Name of the Course : Common Programme Group  
: G.E.

Semester : II

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains two parts. Both parts are COMPULSORY.
3. Candidates have to answer All questions in **PART A** and Any 3 questions in **Part B**.
4. Questions in **Part A** carry 10 marks each, while those in **PART B** carry 20 marks each.

**PART – A**

1. (a) Write short note on influencer marketing.

**OR**

P.T.O.

(b) Define content marketing and its scope in new media.

2. (a) Write short note on content promotion techniques with examples.

**OR**

(b) What is the difference between lead and prospect.

3. (a) Discuss various social media tools for content promotion.

**OR**

(b) What is your understanding of building an authoritative presence in content management.

## **PART B**

4. (a) Define brand marketing. What are the current trends used by the organisations for the brand marketing of their products and services?

**OR**

- (b) Discuss Return on Investment in digital marketing.  
How is it measured by content marketers.

5. (a) Bring out the difference between organic and paid promotion. Explain the various techniques used for content promotion

**OR**

- (b) What do you understand by Keywords? Discuss its importance and role in content strategy.

6. (a) What is the importance of editorial calendar in content marketing? Create an effective editorial calendar for any brand's campaign.

**OR**

- (b) What are the metrics used by marketers to measure content on digital platforms? Give relevant examples.

- 7 (a) Discuss in detail audience discovery and persona and its relevance for brand promotion and content style.

**OR**

- (b) What are the current marketing trends used by marketers for their brand promotion? Explain with relevant examples.