UPES

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: BBA – Digital Marketing	Semester – IV
Subject (Course): **Content Marketing**	Max. Marks : 100
Course Code : BBCM 179	Duration : 3 Hrs
No. of page/s:	

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 x15= 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.