

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : V  
SESSION : MO/2025**

**SUBJECT: MN430 CONTENT MARKETING**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Explain the concept of Content Marketing and why is it important.	[5] 1	1
Q.1(b)	Discuss the content marketing Ecosystem with its elements.	[5] 1	1
Q.2(a)	Elaborate on the content maturity model, along with the characteristics of each stage in the model.	[5] 2	2
Q.2(b)	Explain the six principles of content marketing. Support your answer with suitable examples.	[5] 2	1
Q.3(a)	With the help of a suitable example explain a Brand ambassador program with the actual benefits it provides to the brand. Also explain the steps in creating a brand ambassador program.	[5] 3	2
Q.3(b)	Explain the concept of Content tilt. Write detailed examples of any two content creators and their content tilt.	[5] 3	1
Q.4(a)	What is EGC( Employee Generated Content . How does such content benefit the organization? Support your answer with suitable examples and results.	[5] 4	1
Q.4(b)	With the help of an Illustration/ Diagram, explain the concept and significance of a well framed Content channel Plan.	[5] 4	2
Q.5(a)	Elaborate in detail how and why should companies measure the impact of content marketing. Give details about measuring the impact for different types of content.	[5] 5	2
Q.5(b)	What are Content Audits and why should they be done.	[5] 5	1

:25/11/2025:E