

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER : V
SESSION : MO/2025

SUBJECT: MN430- CONTENT MARKETING

TIME:02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
-

		CO	BL
Q.1(a)	Discuss the three key elements of Content Marketing.	(2)	1 1
Q.1(b)	Explain the concept and significance of Blog post and social media in today's digital times we live in.	[3]	1 1
Q.2(a)	Discuss the limitation/Challenges of content marketing.	[2]	1 1
Q.2(b)	Elaborate on the B.E.S.T approach of Content creation.	[3]	1 2
Q.3(a)	Explain the ways by which a company treats the content as a resource.	[2]	2 1
Q.3(b)	Discuss in detail the five stages of Content Maturity Model?	[3]	2 2
Q.4(a)	What is a content niche? How do companies /individual creators define their content niche?	[2]	2 1
Q.4(b)	With the help of a suitable example build your customer/Audience persona as a Content Marketing head of a company. Also list the steps you will undertake in building a Persona.	[3]	2 2
Q.5(a)	What is a content Mission statement? What are the three significant elements it covers.	[2]	3 1
Q.5(b)	What is the concept of Content tilt? Explain the five guiding principles that help content creators find their content tilt. Support your answer with the help of suitable examples.	[3]	3 1

:::::23/09/2025:::E