

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

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : VI  
SESSION : SP/2025**

**SUBJECT: MT327 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)	Discuss the importance and limitations of Content Marketing.	[5]	1 2
Q.1(b)	Explain the BEST formula for creating a Content Marketing roadmap.	[5]	1 2
Q.2(a)	Describe Content Maturity Model.	[5]	2 2
Q.2(b)	Explain the principles of Content Marketing.	[5]	2 2
Q.3(a)	Explain the concept of the Content Tilt.	[5]	3 2
Q.3(b)	Discuss the development of a content mission statement.	[5]	3 2
Q.4(a)	Describe the management of the content creation process.	[5]	4 2
Q.4(b)	Explain the ways of extracting the content from the employees.	[5]	4 2
Q.5(a)	Discuss the alternative content promotion techniques.	[5]	5 2
Q.5(b)	How to measure the impact of Content Marketing? Discuss.	[5]	5 3

:::29/04/2025:::M