

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)**

**CLASS: BBA
BRANCH: BBA**

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

SUBJECT: MT327 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
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Q.1(a)	Write a short note on the designing of the blogs.	[2]	1 2
Q.1(b)	Discuss the importance of Content Marketing in the contemporary business environment.	[3]	1 3
Q.2(a)	What are the limitations of the Content Marketing?	[2]	1 2
Q.2(b)	Describe the B.E.S.T. formula for creating a content marketing roadmap.	[3]	1 2
Q.3(a)	Write a short note on treating content as an asset.	[2]	2 2
Q.3(b)	Discuss Content Maturity Model.	[3]	2 2
Q.4(a)	What are the principles of Content Marketing?	[2]	2 2
Q.4(b)	Explain the building of audience personas with examples.	[3]	2 3
Q.5(a)	Write a short note on content tilt.	[2]	3 2
Q.5(b)	Discuss the development of content mission statement with examples.	[3]	3 3

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