

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA DM	Year & Semester: 3 rd & 6 th
Course Name: Content Marketing	Course Code: BBA/DIMK/601
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define Content Marketing.	1
2	Explain the term “Content as an Asset.”	2
3	Discuss the term “audience personas”.	2
4	Describe Behavioral Framework in content marketing.	2
5	State any two principles of content marketing.	1

Long answer questions

Q.N.	Question	KL
1	Explain the concept of Content Marketing and discuss how the Behavioral Framework is applied in marketing strategies.	2
2	Describe the process of building audience personas and explain their role in successful content marketing.	2
3	Discuss the major principles of content marketing and their importance in digital branding.	2
4	Explain in detail how content can be treated as a long-term business asset.	2
5	Describe the Content Marketing Business Model with suitable examples.	2

Unit II

Short answer questions

Q.N.	Question	KL
1	Define on-brand content.	1
2	Explain the term “brand ambassadors”.	2
3	Describe enhanced branding.	2
4	Discuss two benefits of creating brand ambassadors.	2

Long answer questions

Q.N.	Question	KL
1	Explain the stages of the engagement cycle and their importance in digital marketing.	2
2	Explain the concept of brand ambassadors and their role in content marketing.	2
3	Discuss the steps involved in developing effective on-brand content.	2
4	Describe how content marketing helps in enhancing brand image and customer loyalty.	2
5	Discuss the relationship between engagement, branding, and content strategy with suitable examples.	2

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Unit III

Short answer questions

Q.N.	Question	KL
1	Explain content analysis.	2
2	Discuss About editorial calendar?	2
3	Discuss any two types of digital content.	2
4	Define audience-oriented content.	1

Long answer questions

Q.N.	Question	KL
1	Explain the process of analyzing current content assets in an organization.	2
2	Describe various types of content used in digital marketing with examples.	2
3	Discuss how organizations can identify and use internal sources for content creation.	2
4	Explain the steps involved in creating content that meets audience needs and expectations.	2
5	Discuss the importance of an editorial calendar in content planning and distribution.	2

Unit IV

Short answer questions

Q.N.	Question	KL
1	Explain the Content Marketing Pyramid?	2
2	Define content analytics.	1
3	Discuss tracking in digital marketing.	2
4	Explain ethics in content marketing.	2
5	Discuss digital ethical issues.	2

Long answer questions

Q.N.	Question	KL
1	Explain the structure and significance of the Content Marketing Pyramid.	2
2	Discuss the role of analytics and tracking in evaluating content performance.	2
3	Explain the importance of ethical practices in content marketing.	2
4	Describe major ethical issues faced in the digital age with suitable examples.	2
5	Discuss how ethical and responsible content marketing helps in building brand credibility.	2

