

P-1146

Total Pages : 3

Roll No.

CVDMM-101/DVDMM-101

Digital Ecosystem and Social Media Applications-I

C.Voc./D.Voc. (Digital Marketing & Management)

1st Semester Examination, 2022 (Dec.)

Time : 2 Hours]

Max. Marks : 100

Note : This paper is of Hundred (100) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Twenty six (26) marks each. Learners are required to answer any Two (02) questions only.

(2×26=52)

1. What do you mean by digital marketing? Briefly explain the popular tools of marketing automation. [26]

2. (A) How can someone use LinkedIn for business? Explain in steps to create a business account in LinkedIn. [13]
- (B) Explain various types of e-communication channels. [13]
3. (A) "Social media acts as a golden bridge for communication". Comment on this statement. [13]
- (B) What is the social impact of Facebook? How did it change the way to promote your services/ products on the digital world? [13]
4. List the reasons why digital marketing techniques are better over the traditional marketing system. [26]
5. Write a short note on any *four* from the following :
- (i) Stories on Social Media.
 - (ii) Social Messaging Apps.
 - (iii) Google advertisements.
 - (iv) AR and VR.
 - (v) Shoppable Posts.
 - (vi) Ephemeral content. [26]

SECTION-B
(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Twelve (12) marks each. Learners are required to answer any Four (04) questions only.
(4×12=48)

1. How E-mail marketing is useful for spreading information to the target audience? Explain different types of E-mail marketing. [12]
 2. How to create, and share events in LinkedIn? How to deactivate a LinkedIn account. [12]
 3. What do you mean by social media? Explain how is it beneficial for society? [12]
 4. How do I create my own Twitter Page? Also, explain how to change the privacy settings in twitter? [12]
 5. Briefly explain the emerging trends and techniques in the area of digital marketing. [12]
 6. Define the role of Artificial Intelligence (AI) in digital marketing. [12]
 7. Why Advertise on Google? Explain the types of Advertising on Google Ads. [12]
 8. List the advantages and limitations of e-mail marketing. [12]
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