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Total Pages : 4

Roll No.

CVDMM-102/ DVDMM-102

Digital Promotion Strategies, Tools & Freelancing-I

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

1st Semester Examination, 2023 (June)

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. (a) What do you mean by content marketing? List the areas in which content marketing is effective. [13]
- (b) What are the benefits of social media advertising? [13]

2. What do you understand by digital display advertising? How effective is digital display advertising? [26]
3. (a) Explain the role of feedback in designing digital promotion strategy. [13]
- (b) How a good social media strategy benefits to your business? Explain in your words. [13]
4. How can content marketing help us to address our target audiences throughout the customer's purchase journey? Explain the role of content marketing in online teaching/ learning. [26]
5. Write a short note on any *four* from the following :
- (i) Google Analytics.
- (ii) Chatbot conversations.
- (iii) Blog.
- (iv) User-Generated Content.
- (v) Influencer Marketing.
- (vi) Social Media Advertising Platforms. [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. State the importance of Video Marketing in the digital world. Also, define different types of video marketing. [12]
2. List the ways to publish your advertising Videos on Social Media. [12]
3. List the points must be noted at the time of designing "Online Customer Support Policies". [12]
4. Write down the advantages of mobile marketing in comparison to traditional marketing. [12]
5. Briefly explain the tools used for Providing Better Customer Service Support. [12]
6. How search engines works? Briefly explain the broad category of search engines available on the internet. [12]

7. Briefly define any three key terms from the following :
- (i) Management Information System.
 - (ii) WhatsApp Advertising.
 - (iii) Google Adwords.
 - (iv) Chatbots.
 - (v) Personal Digital Assistance. [12]
8. List and shortly explain the tools used for Search Engine Optimization. [12]
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