

P-1148

Total Pages : 3

Roll No.

DVDMM-201

Digital Ecosystem and Social Media Applications-II

D. Voc. (Digital Marketing & Management)

2nd 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. What do you understand by Digital India programme? How e-governance can empower the citizens? Explain. [26]

2. What are the main functions of YouTube? How to enable live streaming on YouTube? How one can get business benefits from YouTube? Explain in detail. [26]
3. How the use of smart devices are helpful in digital promotion? Explain the key functions of popularly used smart devices. [26]
4. Write a short note on any *four* from the following :
 - (a) How to advertise on YouTube?
 - (b) Social Media optimized website.
 - (c) Benefits of advertising business on LinkedIn.
 - (d) Content Marketing.
 - (e) Social Media Marketing.
 - (f) Affiliate Marketing. [26]
5. What do you understand by digital consumers? How can a skillful digital marketer fulfill the needs of digital consumers? Explain. [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. What are YouTube tags? Why are YouTube tags important?

2. Why one should create a LinkedIn account for his business? Explain in detail.
 3. List out the factors influencing e-consumer behaviour.
 4. What is cloud computing? Define the characteristics of cloud computing.
 5. Explain the impact of social media on consumer decisions.
 6. State the role of a website for branding one's business on the digital world.
 7. Explain any *three* terms from the following :
 - (a) Learning Management System.
 - (b) Search Engine Optimization.
 - (c) Pros & Cons of Social Networking.
 - (d) UMANG.
 - (e) SWAYAM.
 8. List out the user's expectations from the website of a business organization.
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