

**P-1149**

Total Pages : 3

Roll No. ....

## **DVDMM-202**

### **Digital Promotion Strategies, Tools & Freelancing-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. Define the major developments of Web 1.0, Web 2.0, and Web 3.0. Briefly explain the historical growth of Internet.

[26]

2. What do you understand by various types of digital transactions? Define different types of banking cards and also explain the functioning of Unified Payments Interface. [26]
3. How Content Management System is useful in digital marketing? Explain. Also define the types of Content Management System. [26]
4. Write a short note on any *four* from the following :
- (i) Video marketing.
  - (ii) Search engine Ranking.
  - (iii) Keyword search.
  - (iv) Benefits of Content Management System.
  - (v) Online reputation- tactics and methods.
  - (vi) Digital publicity methods. [26]
5. How search engine works? What is search engine crawling? List different types of popularly used search engines. [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. Explain the role and importance of Internet in digital marketing. [12]
2. How database is used in digital marketing to follow up the clients? Explain. [12]
3. Define Ephemeral content and how it is used in digital marketing for better response. [12]
4. Define the role of infographics in digital promotional process. [12]
5. Mention the key features of popularly used open source image editing tools. [12]
6. What is the role of links in search engine optimization? Explain. [12]
7. Briefly define the list of promotional tools in the business world. [12]
8. Explain any *three* terms from the following :
  - (i) Unstructured Supplementary Service Data.
  - (ii) Resolution.
  - (iii) Wordpress.
  - (iv) Online Reputation Management.
  - (v) Career in digital publicity world. [12]

