

S-1002

Total Pages : 4

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.

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) Discuss the return on investment (ROI) between digital and traditional marketing. [13]

- (b) What is #Hashtag? How to deactivate a Twitter account? [13]
2. (a) What are the key suggestions to get good business opportunities through, LinkedIn? [13]
- (b) What is Google AdWords? How Google AdsWords Work? [13]
3. (a) What do you understand by Artificial Intelligence (AI) How can AI contribute for the digital promotion? [13]
- (b) How effective is e-mail marketing for sharing detailed information about the product/services? How to create an email marketing campaign? [13]
4. What do you mean by Social Media Marketing? Define different channels of social media marketing. [26]
5. Write a short note on any *four* from the following :
- (a) Google Analytics.
- (b) Chatbot conversations.
- (c) Blog.
- (d) Reliability of user-generated content.
- (e) Influencer Marketing.
- (f) Smarter Chat. [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 to change privacy settings in Facebook? Write the steps to change the privacy settings in one's Facebook account. [12]
2. Social media plays a very important role in our daily lives and in interpersonal communication. Discuss in your own words. [12]
3. Explain various types of e-communication channels. [12]
4. List the necessary skills of a digital marketing professional. [12]
5. What is the difference between a Facebook business account and a Facebook personal account? [12]
6. Explain the following in the terms of Google AdWords, *i.e.*
 - (a) AdRank.
 - (b) Bidding.

- (c) Click-through Rate.
- (d) Quality Score.
- (e) Pays Per Click.
- (f) Conversion Rate. [12]

7. Why is LinkedIn used? Write steps to design effective profile in LinkedIn. [12]

8. Why interpersonal communication is important in once life? Explain the role of social media in interpersonal communication. [12]

