

S-1003

Total Pages : 4

Roll No.

CVDMM-102/DVDMM-102

Digital Promotion Strategies, Tools & Freelancing-1

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) What do you understand by online reputation management (ORM)? Explain the role of ORM in digital promotion. [13]

- (b) Explain the various channels of mobile marketing. [13]
2. What is content marketing? How do we say that content marketing is useful for the promotion of your services/products? Explain. [26]
3. (a) List the disadvantages of using digital/online survey practices. [13]
- (b) How can social media benefits your business? Explain. [13]
4. What are the various categories of surveys based on their mode of deployment? Consider a scenario where a company plans to conduct an online survey to gather information about the satisfaction level of its customers for a product or a service that it offers. What could be the questions and their appropriate sequence so that the survey comes out to be effective and successful? [26]
5. Write a short note on any *four* from the following :
- (a) Return on Investment.
- (b) Benefits of Digital Marketing.
- (c) Infographics.
- (d) Social Media Management tools/platforms.
- (e) Social Media Reporting.
- (f) Disadvantages of Social Media. [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 keywords plays an important role in reference to Search Engine Optimization? How to select the appropriate keywords for obtaining optimal search results? [12]
2. List some of the freely available online promotional tools, and also explain the term freelance digital marketing. [12]
3. What is affiliate marketing? How do affiliate marketers get paid? [12]
4. Why to plan a website structure? Explain the role of website in digital promotion. [12]
5. How Google AdSense works? Explain. [12]
6. How can Blogs work for promoting your services/products? List the tools/applications used for blogging on the Internet. [12]

7. Briefly define any three key terms from the following :
- (a) Search Engine.
 - (b) Social Media and digital Marketing.
 - (c) Automation in Marketing.
 - (d) Blockchain Technology.
 - (e) Information Management. [12]
8. Why do surveys? What is the next phase after completing the surveys? Explain. [12]
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