

S-1004

Total Pages : 4

Roll No.

DVDMM-201

Digital Ecosystem and Social Media Applications-II

D.Voc. (Digital Marketing & Management)

2nd 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 is Facebook business Manager? Why Facebook is now popular among businesses? [13]

- (b) What is Facebook Pixel? How can we use pixels on our website? [13]
2. (a) What is a Hashtag on Twitter? How can you use Hashtag for promoting your services in digital world. Explain. [13]
- (b) State the role of website to spread information about the products/services of one's organization. [13]
3. (a) What do you understand by Digital India programme? Explain its objectives. [13]
- (b) List five digital India initiatives as services. [13]
4. Write a short note on any *four* from the following :
- (a) Benefits of YouTube advertising.
- (b) Future of podcasting (audio) based social media platforms.
- (c) Role of Chat-Bots in digital promotion.
- (d) pros & cons of Social Networking.
- (e) Benefits of Advertising business on LinkedIn.
- (f) YouTube Tags. [26]
5. What are the main functions of YouTube? How to set up a YouTube channel. Explain in detail. [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 of social networking tools for promoting one's services/products. Also define the future of various social networking tools/platforms. [12]
2. What are the pros and cons of using LinkedIn for promoting one's services/ products? How to get more connections on LinkedIn? [12]
3. What do you mean by cloud computing? State the role of cloud computing for digital promotional activities. [12]
4. How e-governance can empower the citizens? Explain. [12]
5. Explain the expectations of user's from the website of any organization. [12]
6. List the name of different business tools used in Facebook. [12]

7. List the benefits of YouTube channel in terms of promoting your products/services. What types of marketing skills help you to promote your YouTube channel? [12]
8. Briefly define any *three* key terms from the following :
- (a) Types of Cloud Computing.
 - (b) Impact of social media on consumer decisions.
 - (c) Future of Cloud Computing in IT Industry.
 - (d) Benefits of Advertising business on Facebook.
 - (e) Twitter for Successful Business Marketing. [12]
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