

S-1005

Total Pages : 4

Roll No.

DVDMM-202

Digital Promotion Strategies, Tools & Freelancing-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) State the role of infographis in digital promotional activities. List few tips to design impressive infographic
[13]

- (b) List the key expectations of an enterprise from the website of their own organization. Also explore the user's expectations from the organization's website. [13]
2. (a) What are data models? Briefly define different types of data models in the terms of managing an enterprise data. [13]
- (b) "Digital publicity world is a place of limitless opportunities." Do you agree with this statement? If yes, kindly justify your answer. [13]
3. Shortly define the features of White Hat SEO (Search Engine Optimization) and Black hat SEO. Also list the challenges of SEO. [26]
4. Explain the key features of Web 1.0, Web 2.0, and Web 3.0. How the applications of Web 3.0 are useful for digital promotional activities? [26]
5. Write a short note on any *four* from the following :
- (a) List the common image editing operations.
- (b) Search Engine Optimization.
- (c) Benefits of Content Management System
- (d) Latest approaches for digital marketing.
- (e) List the popular tools used for image editing.
- (f) Types of videos used in marketing. [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. Briefly define the working of Search Engine. Also, list the popular search engines available on the Internet. [12]
2. What do you understand by database? State the role of database management in digital promotion. [12]
3. How to find appropriate keywords for making your search efficient? Give an example to support your explanation. [12]
4. List the tips for building online reputation. How online reputation effects your business? [12]
5. Explain the usefulness of e-repositories. How such e-repositories helps to the end user? [12]
6. Briefly explore the dashboard functionalities of Wordpress. [12]
7. Explain the various types of Digital transactions (in terms of payments) with their key features. [12]

8. Write a short note on any *six* (06) from the following :

(a) Ephemeral Content.

(b) Artificial Intelligence.

(c) Resolution.

(d) DARPA.

(e) Google Assistant.

(f) Wordpress.

(g) Amazon Alexa.

(h) ARPANET.

(i) File Format.

(j) Voice Search.

[12]
