

**863**

**Total Pages : 4**

**Roll No. -----**

**CVDMM/DVDMM-101**

**Digital Ecosystem and Social Media Application-I**

C.Voc./D.Voc.(Digital Marketing Management)

Examination 2021 (Winter)

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 x 26 = 52]

P.T.O.

- Q.1. (a) Explain the various channels of online marketing with the advantages of each. (16)
- (b) Write a short note on any two from the following- (10)
- (i) Blog
  - (ii) E-mail marketing
  - (iii) PPC
  - (iv) Social media marketing
- Q.2. (a) What do you understand by artificial intelligence (AI)? Define briefly. (6)
- (b) List the emerging trends in digital marketing. (10)
- (c) What are the key skills required for digital marketing? (10)
- Q.3. (a) How does e-mail marketing works? (8)
- (b) How to create an e-mail marketing campaign? (8)
- (c) Discuss the advantages of digital marketing over traditional marketing. (10)
- Q.4. (a) What is social media branding? Explain in detail. (8)
- (b) How to create, and share events in LinkedIn? (8)

- (c) What etiquettes are required to connect on LinkedIn? How to deactivate a LinkedIn account? (10)

- Q.5. (a) How to create a twitter account? Write down the steps. (8)
- (b) How to follow and unfollow someone on twitter? Write down the steps. (8)
- (c) How to create, edit, and delete a tweet on twitter? Write down the steps to deactivate a twitter account. (10)

## **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 x 12 = 48]

- Q.1. (a) What is Digital Ecosystem? (4)
- (b) Brief explain the approaches of Digital Ecology. (8)

P.T.O.

- Q.2 (a) What are the uses of Social Media and Digital Marketing. (6)  
(b) Explain Current scenario of digital marketing. (6)
- Q.3 (a) Explain Content Marketing. (5)  
(b) Explain future trends of digital marketing. (7)
- Q.4 (a) What is Digital marketing? (4)  
(b) Explain Search Engine Optimization (SEO). (8)
- Q.5 What is a business model? Brief discuss the concept of Digital Business Model? (12)
- Q.6 Explain Emerging trends and techniques in digital marketing. (12)
- Q.7 What do you mean by e-communication? List various digital publicity platforms. (12)
- Q.8. (A) What is e-mail marketing? Explain the types of e-mail marketing. (6)  
(B) How google 'Adwords' is useful to explore your business? Explain. (6)

-----