

864

Total Pages : 4

Roll No. -----

CVDMM/DVDMM-102

Digital Promotion Strategies, Tools & Freelancing-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 concepts of digital promotion strategies. Write the steps for creating a website structure. (14)
- (b) Write down the advantages of mobile marketing? (6)
- (c) How to measure the success of display marketing? (6)
- Q.2. (a) How can Social media benefit your business? Explain the Social media measurement and reporting. (16)
- (b) What are the benefits of social media advertising. (10)
- Q.3. (a) Explain the term blog, blogging and blogger. List the differences between Blog and website. (13)
- (b) Write down the importance of a blog. List the types of blogs are available on the web. (13)
- Q.4. (a) What do you understand by infographics? Why use infographic in Marketing? (13)
- (b) Explain the types of infographics. List few online tools to design infodesign. (13)

- Q.5. (a) What do you understand by Video marketing? Explain the importance of video marketing. (13)
- (b) How to publish your videos on social media? How is video marketing effective in marketing promotion? (13)

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. Explain the following-
- (i) Affiliate marketing
 - (ii) Google AdSense (12)
- Q.2 (a) Why are infographics used in marketing? Explain. (6)
- (b) List few popular social media advertising platforms. (6)

P.T.O.

- Q.3 (a) How to create a blog? List steps to create your own blog. (6)
- (b) List the key features of a blog. (6)
- Q.4 (a) What do you understand by Search Engine Optimization? Explain. (6)
- (b) What are the different Search Engine Optimization tools? (6)
- Q.5 (a) What is content marketing? Explain. (6)
- (b) Write down the steps for developing the content marketing strategy. (6)
- Q.6 Explain the popular image editing tools available online and also list the basic features of any image editing tools? (12)
- Q.7 Briefly explain voice marketing. List the key features of voice marketing tools? (12)
- Q.8. Explain the following terms- (12)
- (i) Artificial Intelligence
- (ii) Chatbots
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