

DVDMM 202

DIGITAL PROMOTION STRATEGIES, TOOLS & FREELANCING-II

D. Voc. (Digital Marketing & Management)

Second Semester 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.

(2×26=52)

1. (a) What is digital marketing automation? What are challenges faced by marketing professional in digital marketing automation? [14]

- (b) What are the new age skills required for digital marketing? [12]
2. (a) Define the term digital consumers. How many types of digital consumers are there? Explain. [14]
- (b) What are the 5Ds of digital marketing? [12]
3. (a) What is e-repository? Explain the benefits and characteristics of e-repository. [14]
- (b) Explain the steps to be followed to build a new Institutional repository. [12]
4. (a) What is digital publicity? Explain the characteristics and benefits of digital publicity. [14]
- (b) Define briefly the role and publicity in the digital world. [12]
5. (a) What do you understand by the term digital marketing? What are the challenges of digital marketing? [14]
- (b) What is the future prospectus of digital marketing? Explain the details. [12]

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. (a) What do you mean by Internet Banking? Define NEFT, RTGS, IMPS and ECS. [6]
(b) Briefly define the history of Internet. [6]
2. (a) Define Ephemeral Content and how it is used in digital marketing for better response. [6]
(b) What is the difference between graphics and infographics? [6]
3. (a) Define voice marketing and its use in searching? [6]
(b) Discuss in details how to increase the business using social media. [6]
4. (a) What are the objectives and major challenges of SEO. [6]
(b) Discuss SQL and its classification. [6]
5. What are the qualities of good keywords? Differentiate between White Hat and Black Hat SEO. [12]

6. What is difference between lossless compression and lossy compression.? What do you understand by various types of digital transactions? [12]
 7. Define database. Compare traditional system with DBMS. Explain the features of the web designing tools. [12]
 8. What is a content management system? Describe the benefits of CMS. What is WordPress? Describe the features of WordPress. [12]
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