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DVDMM-201

DIGITAL ECOSYSTEM AND SOCIAL MEDIA APPLICATIONS-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? What are the benefits of the diagnosis of the present website or business?   [14]

(b) Define briefly the concept of digital risk management.

[12]

2. (a) Define the term digital consumers. How many types of digital consumers are there? Explain. [14]

(b) What are the factors influencing the e-commerce behaviour? [12]

3. (a) Define cloud computing in details. Explain the major characteristics of cloud computing. [14]

(b) Discuss different types of cloud services. [12]

4. (a) What is Facebook business manager? Explain in details. List the major benefits of advertising business on Facebook. [14]

(b) What is Website? Explain the role of websites.

[12]

5. (a) What is Social Networking? Explain any two tools of social networking. [14]

(b) What are memes? Give an example to support your answer? [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 understand by Digital India Programme? Explain its objective. [6]

   (b) What is a YouTube play list? Discuss the benefits of YouTube playlist for creators. [6]

2. (a) What types of marketing skills help you to promote YouTube Channel? [6]

   (b) What are the major advantages and limitations of cloud computing? [6]

3. (a) What is a hashtag on Twitter? Explain with an example. [6]

   (b) Why one should create a LinkedIn account for his business? Explain in details. [6]

4. (a) What is Facebook Pixel? How can we use pixels on our website? [6]

   (b) Notify the rules and guidelines towards the compliance for Indian Government website? [6]

5. Discuss the business prospective of cloud computing in details. Define challenges of managing mobile service delivery strategies. [12]

6. Define digital influence in consumer's life. Explain digital marketing is a boon or a bane. [12]

7. Why privacy is an issue in social networking? Explain? How can you create YouTube channel? Write the steps. [12]

8. What is meant by Chat-Bot? How e-governance can empower the citizens? Explain. [12]

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