

Total Pages : 5

Roll. No. :

Examination Session June-2022

(First Semester)

CVDMM / DVDMM-101

C.Voc. / D. Voc.

(Digital Marketing & Management)

Digital Ecosystem And Social Media Applications - I

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) 2×26=52

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 ? How digital marketing is different from traditional marketing ? 10
(b) Discuss the new trends of digital marketing. 10
(c) Briefly explain Search Engine Optimization (SEO). 6
2. (a) Define business model. Discuss in brief the concept of digital business model. 10
(b) Discuss the importance and advantages of digital marketing. 10
(c) State the difference between d-commerce and e-commerce. 6

4. (a) Discuss the elements of Digital Marketing. 6
(b) List few essential skills required for a digital marketing professional. 6
5. (a) What is the use of LinkedIn ? How it is different from Facebook ? 6
(b) How to set up a company profile in LinkedIn ? 6
6. (a) List the steps to create an account in twitter. 6
(b) List the business advantages of twitter to grow up a ‘Startup’ organization. 6
7. (a) Discuss the impact of social media on Business. 6
(b) How e-mail marketing is an effective tool to reach the audience ? Explain. 6
8. What do you mean by engagement marketing ? Explain. 12

3. (a) What is e-mail marketing ? Explain the types of e-mail marketing. 10
- (b) List the advantages and limitations of e-mail marketing. 8
- (c) How to set up a business e-mail ? 8
4. (a) What is e-communication ? Explain different types of e-communication system. 10
- (b) Discuss the importance of interpersonal communication. 8
- (c) Comment on Social media acts as a golden bridge for communication purposes. 8
5. (a) Define the term Digital Ecosystem. 10
- (b) Explain different variants of Digital Ecosystem. 8
- (c) Discuss in brief about the approaches of Digital Ecology. 8

3. (a) What is e-mail marketing ? Explain the types of e-mail marketing. 10
- (b) List the advantages and limitations of e-mail marketing. 8
- (c) How to set up a business e-mail ? 8
4. (a) What is e-communication ? Explain different types of e-communication system. 10
- (b) Discuss the importance of interpersonal communication. 8
- (c) Comment on Social media acts as a golden bridge for communication purposes. 8
5. (a) Define the term Digital Ecosystem. 10
- (b) Explain different variants of Digital Ecosystem. 8
- (c) Discuss in brief about the approaches of Digital Ecology. 8

SECTION—B

(Short Answer Type Questions) 4×12 = 48

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 is google AdWords ? 4
(b) How google AdWords work ? Explain. 8
2. (a) Write the key advantages of Facebook to popularize your business. 6
(b) How do I create my own Facebook Page for gaining business benefits ? 6
3. What is AI (Artificial Intelligence) ? How AI is useful to get business benefits ? Write some applications of AI as business benefit tool. 12

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