

Total Pages : 5

Roll. No. : .....

**Examination Session June-2022**

**(First Semester)**

**CVDMM / DVDMM-102**

**C.Voc. / D. Voc.**

**(Digital Marketing & Management)**

**Digital Promotion Strategies, Tools & Freelancing - 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)

**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.  $2 \times 26 = 52$

1. (a) Explain the concept of social advertising. What are the benefits of social advertising ? 10
- (b) What do you understand by digital display advertising ? 8
- (c) Write down the advantages of mobile marketing. 8
2. (a) Why social media strategy and planning is important for gaining business benefits form it ? 13
- (b) Why feedback and surveys are important in evaluating digital marketing strategy ? 13

4. (a) What do you mean by infographics ? Define the role and importance of infographic. 6
- (b) List few online/offline (free) tools for creating infographics. 6
5. (a) Define the term Artificial Intelligence and Chatbot. 6
- (b) Define Internet rersearch attitude. 6
6. How to create a blog ? List some top trending blogs of various areas, i.e. technical education, sports, social media tools, etc. 12
7. Briefly explain various digital marketing channels with the key featur of each. 12
8. Why are companies using content marketing ? What are the future benefits of content marketing ? 12

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3. (a) What are the various categories of surveys based on their mode of deployment ? 13

(b) List several tools and strategies to gather and evaluate feedback form the customers to improve the product/services. 13

4. (a) What do you understand by digital marketing ? List the difference between traditional and digital marketing. 13

(b) Briefly explain the tools and techniques used in digital marketing. 13

5. (a) What do you understand by Content Marketing ? Explain the importance of content marketing. 13

(b) How do we convince the top management that content marketing works in broader perspective ? 13

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## 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.

$$4 \times 12 = 48$$

1. (a) Why online survey inspite of paper-based survey ? 6  
(b) Explain dis-advantages of using digital survey practices. 6
2. (a) Explain different tools available for online survey. 6  
(b) Explain the future benefits of digital marketing. 6
3. (a) What do you understand by Video marketing ? Explain. 6  
(b) List the importance and types of video marketing channels.

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