

Total Pages : 5

Roll. No. :

Examination Session June-2022

(Second Semester)

DVDMM-201

D.Voc. (Digital Marketing & Management)

[Digital Ecosystem And Social Media Applications - II]

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)

DVDMM-201/5

(1)

[P.T.O.]

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) What is Social Networking ? How Facebook is useful for promoting your business online ?
Explain in your words. 14
- (b) How can we make a social media optimized website ? 12
2. (a) What do you understand by Digital India Programme ? Explain its objectives. 14
- (b) How e-governance can empower the citizens ?
Explain. 12
3. (a) “Website acts as a resource centre.” How ? List the expectations of users from any business/ organization’s website. 14

5. How to enable live streaming on YouTube ? Also explain the benefits of YouTube playlists from the viewpoints of the visitors. 12
6. Define digital influence in consumer’s life. What types of marketing skills help you to promote your YouTube channel ? 12
7. How the website is important for the user and the organization both ? Also explain the role of online portal (e-commerce website) in one’s business promotion ? 12
8. Write the full form of any six from the following : 12
DBT, GeM, CERT-IN, NeGP, GIS, BHIM, CSC, GSI

- (b) What do you mean by Smart wearables ? List different smart wearables. 12
4. (a) What are the factors influencing e-consumer behaviour ? Briefly explain. 14
- (b) List different categories of digital marketing for the business. 12
5. (a) How to set up a YouTube channel ? Briefly explain the steps to create the channel on YouTube. 14
- (b) What are YouTube tags ? Why are YouTube tags important ? 12

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

- (b) What do you mean by Smart wearables ? List different smart wearables. 12
4. (a) What are the factors influencing e-consumer behaviour ? Briefly explain. 14
- (b) List different categories of digital marketing for the business. 12
5. (a) How to set up a YouTube channel ? Briefly explain the steps to create the channel on YouTube. 14
- (b) What are YouTube tags ? Why are YouTube tags important ? 12

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) Why privacy is an issue in Social Networking ?
Explain. 6
- (b) Why is LinkedIn used ? Explain in your own words. 6
2. (a) What is meant by Chat-Bot ? How it is useful for growing your business ? 6
- (b) List the major benefits of advertising business goods/services on LinkedIn. 6
3. (a) Define the features of cloud computing. Complete the following abbreviated form of the given words— IaaS, PaaS, SaaS. 6
- (b) Why one should create a LinkedIn account for his/her business ? Explain in details. 6
4. (a) List five digital India initiatives as services. 6
- (b) Define the challenges of digital India programme. 6

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