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**Examination Session June-2022**

**(Second Semester)**

**DVDMM-202**

**D. Voc. (Digital Marketing & Management)**

**Digital Promotion Strategies, Tools & Freelancing-II**

**Time : 2 Hours ]**

**[ Max. Marks : 100**

**Note :** This question 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-202/5**

**( 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 do you understand by Web 1.0, Web 2.0, and Web 3.0 ? Briefly define key features of Web 3.0. 14
- (b) What is Internet Banking ? Briefly define the following : NEFT, RTGS, IMPS, and ECS. 12
2. (a) Discuss in detail how to increase the business using social media applications. 14
- (b) Write the purpose of creating how-to-videos. Explain the usefulness of such type of videos for achieving one's target. 12

4. Write a short note on any four from the following :  
Crawling, Indexing, Ranking, Keywords, E-repository, SWOT analysis for digital promotion. 12
5. List few tools of image editing with their key features. 12
6. Define the role of online/Internet banking in one's business. 12
7. Briefly define the following terminologies, i.e. Resolution, Compression, Pixel, File Format, Digital Zoom, Raster Scan. 12
8. What do you understand by various types of digital transactions ? Define Banking Cards and Unified Payments Interface (UPI). 12

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3. (a) Write your comment on “Digital Marketing Automation tools and their impact.’ 14
- (b) Write a short note on “Amazon Alexa”. 12
4. (a) How video marketing can enhance your overall experience of digital marketing ? Explain. 14
- (b) “A suitably designed website can promote your business in the digital world.” Write your own comment about this statement. 12
5. (a) How database is useful in digital marketing ? Explain the importance of database for executing various digital marketing compaigns. 14
- (b) State the role of Internet in digital marketing and approaching target audience. 12

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## SECTION—B

### (Long 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.

$$4 \times 12 = 48$$

1. (a) How can info graphics be useful for your online marketing compaign ? 6
- (b) Briefly explain the types of SQL. 6
2. (a) How Content Management System is useful in digital marketing ? Explain. 6
- (b) What do you understand by Search Engine Optimization (SEO) ? Explain. 6
3. (a) Briefly define the WordPress dashboard. Why one should use WordPress ? 6
- (b) List the employability areas in digital promotional world. 6

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