

K-1100

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[Roll No.]

CVDMM-101/DVDMM-101

**Certificate in Voc./Diploma in Voc.
(Digital Marketing and Management)
Ist Semester Examination Dec., 2023**

**DIGITAL ECOSYSTEM AND SOCIAL
MEDIA APPLICATION**

OR

**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 there in. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

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P.T.O.

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.

1. Write the suitable steps to create an account on Twitter. Also navigate the following parts of the Twitter, i.e. Tweets, Twitter Newsfeed, Twitter Threads, Twitter trending, # Hashtags, Direct Message (DM), and Retweet (RT).
2. How digital marketing is different from traditional marketing ? Define the different digital marketing channels that can be used.
3. How social media is helpful to promote the communication over the virtual Internet networks ? Shortly, explain the several types of e-communication channels over the Internet.
4. Write a short note on any four from the following :
 - (i) Explore the risks related to digital marketing
 - (ii) Facebook Marketing Tips
 - (iii) Impacts of social media on Business
 - (iv) Digital Commerce
 - (v) Digital Marketing A Boon or A Bane
 - (vi) Importance of Interpersonal Communication.

5. Is e-mail marketing useful to convey the message to the target audience ? Explain. Also define different types of e-mail marketing.

Or

What are the key skills required for digital marketing ? Also, define the role of artificial intelligence in digital marketing ?

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.

1. What do you understand by digital eco system ? Briefly define the approaches to digital ecology.
2. How social media performs key role in expanding one's reachability ? Shortly explain the social media trends in reference to digital marketing.
3. How Facebook can be used for business promotion ? Explain. Also, write the suitable steps to create groups on Facebook.
4. Define the Facebook business manager. How one can setup the Facebook business manager for their customized needs ? Explain.

5. How can you promote your business on LinkedIn ? Explain. Also, list the major benefits of advertising business on the LinkedIn.
6. Define cloud computing and its characteristics.

Or

How to start E-mail marketing ? Also define the things to avoid during E-mail marketing.

7. Explain any three terms from the following :
 - (i) Uses of social media in Digital Marketing
 - (ii) Search Engine Optimization
 - (iii) Pros and cons of Social Networking
 - (iv) Advantages of digital marketing
 - (v) Current trends in digital marketing
8. How to create an account on Google AdWords ? Shortly explain the types of advertising on Google AdWords.
