

K-1101

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[Roll No.]

CVDMM-102/DVDMM-102

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

**DIGITAL PROMOTION STRATEGIES,
TOOLS AND FREELANCING**

OR

**DIGITAL PROMOTION STRATEGIES,
TOOLS AND 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 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. What do you understand by Search Engine Optimization (SEO) ? List few tips to optimize your website with search engines.
2. How to make your search more effective and smarter on the search engines over the Internet ? Explain.

Or

How to create your own blog for business promotions ?
Write down the importance of blog writing.

3. Shortly define the role of different types of videos in marketing, i.e. Branded videos, Live Videos, Demo videos, Personalized videos, Animated videos, and how to videos.
4. Write a short note on any four from the following :
 - (i) Voice marketing
 - (ii) Blog Vs. Website

- (iii) Benefits of social media to your Business
 - (iv) Affiliate Marketing and Google Ad. sense
 - (v) Content Marketing
 - (vi) Artificial Intelligence
5. How Google services are important to expand our business over the digital world ? Explain in your words.

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. Why one can use infographics in marketing ? State the role of infographics in data representation.
2. Define the following terminologies in the terms of images, i.e. Pixel, Resolution, Lossless Compression, Lossy Compression, file formats.
3. How search engine works on the Internet ? Explain.
4. Mention the challenges in voice search analytics.
5. List any three image editing tools with their key features.

6. List the popularly used tools and techniques to provide online customer service support.
7. How can survey tools contribute to better customer services ? Explain.
8. List and shortly explain the different types of electronic money transferring channels.
