

**K-1103**

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**DVDM-201**

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

**IIInd Semester Examination Dec., 2023**

**DIGITAL ECOSYSTEM AND SOCIAL  
MEDIA APPLICATION-II**

**Time : 2 Hours]**

**[Max. Marks : 100**

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*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.*

**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.*

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( 1 )

P.T.O.

1. How to manage YouTube channel ? Explain your strategy to popularize YouTube channel which is focusing Tourism in Uttarakhand.
2. What is meant by Chat-Bot ? What are the pros & cons of Social Networking ?
3. Notify the rules and guidelines towards the compliance for Indian government websites.
4. What is a Facebook shop ? How can we set up a shop on Facebook ? “Website acts as a resource centre for todays business organizations”. Explain in own words ?
5. Write a short note on any *four* from the following :
  - (i) Step by step process to set up YouTube channel
  - (ii) Tips to get more connections on LinkedIn
  - (iii) Facebook business Manager
  - (iv) Step by step process to live stream on YouTube
  - (v) Major benefits of advertising business on Twitter
  - (vi) LinkedIn for business promotion

### **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 India programme ? Explain its objectives.
2. What is Social Networking ? How can we make a social media optimized website ?
3. How e-governance can empower the citizens ? Explain.
4. What are the main functions of YouTube ? How to set up a YouTube channel. Explain in detail.
5. Why privacy is an issue in Social Networking ? Explain.
6. What do you understand by smart devices ? How such devices are helpful for transforming one's skills towards broader livelihood opportunity ?
7. Briefly define the digital India initiatives as services.
8. Briefly define any *three* key terms from the following :
  - (i) Facebook Pixel
  - (ii) Website Management
  - (iii) Website Development
  - (iv) Cloud Computing
  - (v) Benefits of advertising business on Facebook

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