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[Roll No.]

DVDM-202

D.Voc. (Digital Marketing & Management)

IIInd Semester Examination Dec., 2023

**DIGITAL PROMOTION STRATEGIES,
TOOLS AND FREELANCING-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 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. Define Ephemeral Content. How it is used in digital marketing for better user response ? Explain.
2. What do you understand by Data Models in the terms of Database Management ? Briefly explain the different types of data models.
3. List the features keep in mind while designing the website of a business organization. List and uses the frequently used photo editing tools.
4. What is difference between graphics and infographics ? Define lossless compression and lossy compression.
5. Write a short note on any *four* from the following :
 - (i) Role of Internet in Digital Marketing
 - (ii) Benefits of maintaining good database for digital marketing
 - (iii) Use of Structured Query Language (SQL)
 - (iv) Purpose of creating how-to-videos
 - (v) Content management system
 - (vi) Types of SQL, i.e. Data Definition Language, and Data Manipulation Language

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. Briefly explain the history of Internet. Also, define the key features of Web 3.0.
2. How digital marketing is a useful way to broaden the reach of your business ? Explain.
3. Elaborate today's trending approaches of digital marketing.
4. What are the 5S's to understand the objective of web design are ?
5. How infographics can perform impactful role in digital promotion ? Explain.
6. Define in short, the tools used for voice assistance, i.e. Google Assistant, Apple's Siri, and Amazon's Alexa.
7. Briefly define various types of videos used in digital marketing.

8. Briefly define any *three* key terms from the following :

(i) Unstructured Supplementary Service Data (USSD)

(ii) National Electronic Fund Transfer (NEFT)

(iii) Various Image File Formats

(iv) WordPress Dashboard

(v) Unified Payments Interface (UPI)
