

A-0772

Total Pages : 3

Roll No.

CVDMM-101

C. Voc. (Digital Marketing and Management)

(Digital Ecosystem and Social Media Applications)

1st Semester Examination, Session December 2024

Time : 2:00 Hrs.

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 therein. 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.

1. What challenges do creators face when managing a YouTube channel ? How can such challenges effectively overcome ? Explain.
2. How do Facebook, LinkedIn, and Twitter integrate advertising strategies, and how effective are these strategies in reaching target audiences ?
3. In what ways do you believe video content is changing the landscape of digital marketing ? What techniques do you find most compelling for engaging audiences through video ?
4. How do you balance the use of social media for popularizing your enterprise on digital world ? Explain.
5. How do you define digital marketing, and why do you believe it is essential in today's business landscape ?

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. How do you measure the success of a digital marketing campaign, and what key metrics do you focus on ?
2. What strategies do you believe are most effective for increasing subscriber engagement on a YouTube channel ? Why do you think they work ?
3. What do you consider the most significant emerging trend in digital marketing today ? Explain.
4. Explain how businesses can leverage Facebook, LinkedIn, and Twitter for marketing purposes.
5. How do Facebook, LinkedIn, and Twitter differ in terms of their target audience and overall purpose ? Explain.
6. How can businesses effectively leverage artificial intelligence and machine learning in their digital marketing strategies ? Define briefly.
7. How do privacy concerns affect the way you communicate on social media platforms ?
8. What ethical considerations do you believe are important in digital marketing, and how do you address them in your work ?
