

A-0773

Total Pages : 4

Roll No.

CVDMM-102

C. Voc. (Digital Marketing and Management)

(Digital Promotion Strategies, Tools and Freelancing)

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. How do you develop a social media content strategy that aligns with your brand identity and target audience's preferences ? Explain.
2. What are the key components of an effective digital promotion strategy, and how do they contribute to overall marketing success ?
3. What specific techniques do you use to refine search queries and obtain relevant, high-quality information from search engines ?
4. What are the most in-demand job roles in digital publicity, and what career paths do these roles offer for long-term growth ?
5. How do you perform keyword research, and what factors do you consider when selecting target keywords for your website to make it optimize for search engine.

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 is digital marketing automation, and how does it streamline marketing processes for businesses of various sizes ?
2. How can freelancers maintain effective communication and collaboration with clients remotely, and what tools can facilitate this process ?
3. What are the main challenges you face in managing social media accounts, and how do you address these issues ?
4. What are the key considerations when choosing between Photoshop, GIMP, and Canva for creating infographics that combine data visualization with custom illustrations ?
5. What are the most popular online customer service tools available today, and how do they enhance the customer experience ? Briefly explain.
6. What metrics and analytics tools are most valuable for measuring the success of integrated voice and video marketing campaigns across multiple channels ?

7. What role does data analysis play in interpreting survey results, and what tools or techniques can organizations use to visualize and understand this data effectively ?
8. What role will artificial intelligence and machine learning play in the evolution of digital marketing ?
