

A-0831

Total Pages : 4

Roll No.

CVDMM-101

**Digital Ecosystem and Social Media Applications
Examination 2026 (Feb.)**

Time: 02:00 hrs

Max. Marks: 100

Note : This paper is of Hundred (100) marks divided in to two (02) Section 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)

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.

(2x26=52)

P.T.O

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1. List and briefly describe three different types of emails a company might send in an email marketing campaign for branding his business.
2. What is Engagement Marketing? Briefly discuss the role of Social Media Marketing in accelerating business by involving interaction with social media agents.
3. Why YouTube is considered a powerful Video Channel Management platform? Discuss the role of video content in modern digital marketing.
4. Discuss the concept of Affiliate Marketing. Explain how an individual or company can earn a commission through the You Tube Partner Program.
5. Describe the primary purpose of Facebook as a social media platform. List and explain any three basic tools or activities a business can use on Facebook for marketing and connecting with customers.

Section-“B”

(Short -answer - type questions)

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.

(4x12=48)

1. Explain why incorporating Interactive Content is considered a top marketing trend. Give two reasons why this content is valuable.
2. Briefly discuss the key characteristics that define a Digital Consumer. How do their needs and expectations influence a company’s digital marketing strategy?
3. Describe LinkedIn and differentiate its primary focus from other major social media platforms like Facebook or Instagram.
4. Describe the basic steps involved in setting up a YouTube channel for a brand or business. What is the importance of “channel art” and “about section”?

P.T.O

5. Outline the step-by-step process of creating a Facebook Business Page and highlight the key information that must be included for successful establishment.
6. What is Content Marketing? List and briefly explain three types of content that play a part in a content marketing strategy.
7. Explain the concept of Search Engine Optimization (SEO). Describe its three main approaches: On-page SEO, Off-page SEO, and Technical SEO.
8. How is Return on Investment (ROI) tracked and measured differently in online marketing compared to traditional marketing?
