

**A-0832**

**Total Pages : 4**

**Roll No. ....**

**CVDMM-102**

**Digital Promotion Strategies, Tools & Freelancing  
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. Discuss the concept of Google AdSense. Explain how it allows website publishers to generate revenue through advertisements.
2. What are E-Repositories? Explain their importance in a digital learning and research environment.
3. Discuss the role of Feedback and Surveys in a digital marketing strategy. How does analyzing feedbacks data helps to optimize future campaigns?
- 4 Define the term Web Searching Techniques. Discuss the importance of a professional internet research attitude.
5. What are the employability prospects in the digital publicity world? Describe two types of employment role available in the digital era.

## **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. Briefly explain the process of starting keyword research after getting basic business insights.
2. Explain why optimizing your marketing strategy for mobile devices will give your brand an edge over the competition.
3. Explain the concept of Online Display advertising. Describe its role in a multi-channel digital promotion strategy.
4. Explain how a digital marketer uses keyword research tools in the SEO process.
5. Briefly explain the difference between E-commerce and digital commerce.
6. Briefly explain the use of HTML and CSS in creating a website’s navigation. Why is it considered the safest way for search engine crawlers?

**P.T.O**

7. Define Freelancing in the context of Digital Marketing. Explain the importance of after sales service for a freelance digital marketer.
8. Discuss the significance of a freelance digital marketer having a strong Presentation Strategy when dealing with clients.

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