

A-1050

Total Pages : 3

Roll No. -----

CVDMM-101/DVDMM-101

Digital Ecosystem and Social Media Applications

C.Voc. (Digital Marketing & Management)/

D.Voc. (Digital Marketing & Management)

1st Semester Examination 2024 (June)

Time: 2:00 hrs

Max. Marks: 100

Note : This paper is of Hundred (100) marks divided into 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.

P.T.O.

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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]

- Q.1. What are some of the government initiatives under the Digital India Programme that can benefit small and medium businesses? [26]
- Q.2. How can I design email newsletters that are both visually appealing and mobile-friendly? [26]
- Q.3. What are the benefits and drawbacks of using social media for interpersonal communication? [26]
- Q.4. How can I use social media analytics to track the performance of my social media marketing campaign? [26]
- Q.5. What are the accessibility guidelines for Guidelines for Indian Government Websites (GIGW) websites to ensure everyone can access information? [26]

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]

- Q.1. How can businesses measure the success of their digital marketing efforts? [12]
- Q.2. How can a company develop a strong digital marketing strategy? Explain. [12]
- Q.3. How can we avoid social media overload and maintain a healthy online presence? [12]
- Q.4. What are some effective strategies for professional networking on LinkedIn? [12]
- Q.5. How can I optimize my videos for search engines to get more organic views? [12]
- Q.6. What is the impact of artificial intelligence (AI) on digital marketing? [12]
- Q.7. What are the benefits of using cloud storage for digital marketing assets? [12]
- Q.8. What are the best practices for creating engaging content on Facebook? [12]
