

**A-1051**

**Total Pages : 3**

**Roll No. -----**

**CVDMM-102/DVDMM-102**

**Digital Promotion Strategies, Tools & Freelancing**

**C.Voc. (Digital Marketing & Management)/**

**D.Voc. (Digital Marketing & Management)**

**1<sup>st</sup> 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.**

**A-1051/CVDMM-102**

**1**

## 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 is content marketing? How can you create high-quality content that attracts and engages your target audience? [26]
- Q.2. What are the different channels that can be used to provide online customer service? [26]
- Q.3. How can you develop a digital promotion strategy that is aligned with your business goals and target audience? [26]
- Q.4. How can you create infographics that are informative and visually appealing? [26]
- Q.5. What skills will be in demand for digital marketing professionals in the future? [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 you use feedback to improve your digital marketing campaigns? [12]
- Q.2. How can you effectively search the web to find desirable information quickly. [12]
- Q.3. What are the benefits of working as a freelance digital marketer? [12]
- Q.4. How can you create and share engaging content on social media? [12]
- Q.5. How can you develop a content marketing strategy that attracts and engages your target audience? [12]
- Q.6. What are some key metrics for measuring the success of a digital promotion campaign? [12]
- Q.7. How can you use voice and video marketing to reach your target audience? [12]
- Q.8. What are some of the emerging trends in digital marketing? [12]

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