

A-1052

Total Pages : 3

Roll No. -----

DVDMM-201

Digital Ecosystem and Social Media Applications-II

D.Voc. (Digital Marketing & Management)

2nd 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.

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 the benefits and challenges of using digital marketing? What are the different types of digital marketing channels? [26]
- Q.2. How can you integrate mobile apps and social media platforms for a more cohesive digital marketing strategy? [26]
- Q.3. What are the main objectives of the Digital India Programme? What are some of the key initiatives launched under the Digital India Programme. [26]
- Q.4. What are some best practices for managing social media communities and interacting with followers? [26]
- Q.5. What are some of the latest trends in digital marketing? How can you stay up-to-date on the ever-changing digital marketing landscape? [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 has the programme helped in delivering government services electronically to citizens?[12]
- Q.2. What are the core principles that Guidelines for Indian Government Websites (GIGW) aims to achieve for Indian government websites? [12]
- Q.3. What is the role of a digital marketing strategy? How can email marketing be used to nurture leads and grow customer relationships? [12]
- Q.4. Which social media platforms are most effective for digital marketing and why? [12]
- Q.5. What are some best practices for creating engaging and high-quality thumbnails for your videos? [12]
- Q.6. What resources are available to help you learn more about digital marketing? [12]
- Q.7. What are effective strategies to promote your YouTube channel on other social media platforms? [12]
- Q.8. What has been the impact of the Digital India Programme on India's digital infrastructure and literacy? [12]
