

A-1053

Total Pages : 3

Roll No. -----

DVDMM-202

**Digital Promotion Strategies, Tools &
Freelancing-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.

A-1053/DVDMM-202

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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. How does digital marketing automation differ from traditional email marketing? What are some common functionalities of a marketing automation platform?

[26]

Q.2. What are some essential new age skills for digital marketing professionals? How can artificial intelligence be used in digital marketing?

[26]

Q.3. What is a Uniform Resource Locator (URL) and how does it work? What are Cascading Style Sheets (CSS) and how do they style web pages?

[26]

Q.4. What is the difference between the Internet and the World Wide Web? What are the essential components of the WWW?

[26]

Q.5. What is digital marketing automation? What are the benefits of using digital marketing automation?

[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. What is Hypertext Markup Language (HTML) and how does it structure web pages? [12]
- Q.2. How do search engine work? Explain the following terms, i.e. crawling, indexing, and ranking. [12]
- Q.3. What are some tips for creating engaging voice-overs and video scripts? [12]
- Q.4. What are the main types of SEO? What is the difference between organic and paid search results? [12]
- Q.5. What are some challenges of using digital marketing automation? [12]
- Q.6. What is a keyword and why is keyword research important for SEO? [12]
- Q.7. What are some popular tools for recording high-quality audio for voice-overs? [12]
- Q.8. How can new age skills help digital marketers create a strong personal brand? [12]
