

**A-0726**

Total Pages : 4

Roll No. ....

**CVDMM-102**

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

**(Digital Promotion Strategies, Tools and Freelancing)**

1<sup>st</sup> Semester Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 100

**Note :-** This paper is of Hundred (100) marks divided into Two (02) Sections '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)      2×26=52**

**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.

1. How do emerging technologies, such as artificial intelligence and data analytics, impact employability prospects in digital publicity roles ? [26]
2. How can digital marketers design a content marketing strategy that drives engagement, builds brand authority, and aligns with changing demands of the market. Explain in your own words. [26]
3. What are the essential skills and qualifications needed to succeed as a freelance digital marketer, and how can individuals acquire them ? [26]
4. How do you assess the credibility and reliability of the sources of information you find online, and what criteria do you use to determine their trustworthiness ? Explain in detail. [26]
5. How can continuous learning and skill development in digital marketing automation contribute to career advancement in the marketing field ? [26]

## Section–B

**(Short Answer Type Questions)**     4×12=48

**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.

1. What techniques do you use to improve the on-page SEO of your website, and how do you measure their effectiveness ? [12]
2. How important are networking and personal branding for building a successful career in digital publicity ? Explain. [12]
3. How can businesses design surveys that yield actionable insights, and what methodologies should be applied to ensure clarity and relevance of questions ? [12]
4. What tools and techniques do you employ to schedule, manage, and track social media content across different platforms ? [12]
5. What are the emerging trends in digital promotion strategies, and how can businesses adapt to stay ahead in a rapidly changing digital landscape ? [12]

6. What soft skills, such as communication or adaptability, are essential in digital publicity, and how can professionals effectively showcase these skills to potential employers ? [12]
7. How do vector-based image editing tools differ from raster-based editors in terms of their approach to scaling graphics and maintaining image quality ? [12]
8. How do you handle negative comments or feedback on social media, and what strategies do you use to maintain a positive brand image ? [12]

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