

A-0725

Total Pages : 4

Roll No.

CVDMM-101

C. Voc. (Digital Marketing & Management)

(Digital Ecosystem and Social Media Applications)

I 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 you view the impact of social media influencers on consumer behavior ? Do you think this trend is sustainable in the long term ? Why or why not ? [26]
2. How do you assess the role of Search Engine Optimization in the growth of a YouTube channel ? What practices do you consider essential for the growth of your channel ? [26]
3. What role does content marketing play in digital marketing, and how do you ensure your content is engaging and effective ? [26]
4. What are the privacy concerns associated with Facebook, LinkedIn, and Twitter, and how do they address them ? Also share your opinion on the same. [26]
5. How has the use of Facebook and LinkedIn evolved over the last decade in terms of online marketing platform ? Define in own words. [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 are your thoughts on the overall impact of the Digital India Program on accessibility to digital services ?
Explain. [12]
2. What are the challenges someone can face while promoting his product/services through social media ?
Explain. [12]
3. How do you integrate email marketing with Google AdWords campaigns to maximize your marketing strategy's effectiveness ? [12]
4. What are the key metrics you track to evaluate the success of your email marketing campaigns.
Explain. [12]
5. Discuss the potential positive and negative effects of Facebook, LinkedIn, and Twitter on mental health.
[12]
6. What is the significance of 'hashtags' on Twitter and LinkedIn in organizing content and fostering discussions ? [12]

7. What challenges do you think the Digital India Program faces ? How can these challenges be addressed ? [12]
8. How do you integrate social media marketing into your overall digital marketing strategy ? [12]
