

2107087

**MASTER OF VOCATION**  
**Management Entrepreneurship**  
**Subject: Digital Marketing and Information Technologies**  
**Subject Code: MED-809**  
**Semester: Second**  
**July 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

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**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number									

**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
**(10x2=20 Marks)**

- A What is Business process management?
- B What is vendor?
- C Define Cyber Security?
- D What is team work?
- E Define Business with example.
- F Define BPO.
- G What do you mean by skills define managerial skills.
- H What do you mean by Google doc.
- I Define control management.
- J Define feedback and their types.

**SECTION –B (ESSAY TYPE QUESTIONS)**  
**(5x10=50 Marks)**

- 1 Explain function of Vendors and types of vendors.
- 2 What do you mean by personal grooming? Discuss its importance.
- 3 Recognize the importance of digital marketing and how it helps businesses in getting more customers and sales. Analyse how companies are using digital marketing to connect with their current and prospective customers.
- 4 What do you mean by social media profile? What are the steps to create the various social media profile for the business with an illustration? Explain the steps to Generate Leads Through Social Media.
- 5 Write shorts notes on-
  - a) Search Engine Optimization
  - b) Blogging
  - c) Customer Relationship Management
  - d) Cyber Security
- 6 Explain the term Advertising, types of advertising and detailed note on electronic and print media.
- 7 Will electronic purchasing through the internet increase or decrease the need for negotiation between buyers and sellers? Why?
- 8 Differentiate between
  - a) Email Marketing and Mobile App Marketing
  - b) Differentiate between on page and off page optimization

==END OF PAPER==