

DIGITAL MARKETING ACADEMY.SITE

SUBMIT YOUR ASSIGNMENTS IN WRITTEN ON THE ANSWER SHEETS PROVIDED TO YOU. FINAL

EXAMINATION BEFORE COMPLETION OF THE COURSE

READ THIS QUESTION PAPER CAREFULLY AND WRITE DOWN THE ANSWERS OF ALL THE QUESTIONS IN DETAIL WHAT YOU KNOW?

1. WHAT IS THE FIRST STEP TO CREATE YOUR OWN WEBSITE?
2. WHAT IS DOMAIN NAME?
3. WHAT IS HOSTING?
4. WHAT IS CONTENT MANAGEMENT SYSTEM?
5. NAME SOME CMS YOU KNOW?
6. WHAT IS HTML?
7. WHAT IS PHP?
8. WHAT IS HTML5?
9. WHAT IS JAVA SCRIP?
10. WHAT IS GRAPHICS DESIGNING AND WHAT TOOLS AND SOFTWARES YOU USE TO CREATE GRAPHICS FROM SCRATCH? WHAT ARE THE TOOLS AND SOFTWARES YOU USE TO PERFORM DTP JOB?
11. WHAT TYPES OF DESIGNS AND FILES YOU CAN CREATE AND DESIGN AS DTP JOB.
12. WHAT IS MS PUBLISHER AND HOW YOU CAN USE TO DESIGN VARIOUS TYPES OF FILES IN IT.
13. WHAT IS MICROSOFT MOVIE MAKER? WHAT YOU CAN DO USING THIS SOFTWARE?
14. WHAT IS WONDERSHARE FILMORA? WHAT YOU CAN DO USING THIS SOFTWARE?
15. WHAT IS INVIDEO.IO ONLINE PLATEFORM? AND WHAT YOU CAN DO USING THIS SOFTWARE?
16. WHAT IS WATERMARK? AND HOW YOU CAN REMOVE IT FROM THE MOVIES YOU HAVE CREATED IN FILMORA AND INVIDEO?
17. WHAT DO YOU KNOW ABOUT CANVA? WHAT YOU CAN DO USING THIS SOFTWARE?
18. WHAT IS CONTENT? WHAT TYPES OF CONTENTS YOU USE IN WEBSITE DESIGNING?
19. WHAT IS CONTENT WRITING?
20. WHAT IS WEBSITE AND WHAT IS BLOG?
21. WHAT IS DIGITAL MARKETING? WRITE DOWN A DETAILED OVERVIEW ON THIS INDUSTRY.
22. WHAT TYPES OF JOBS AND POSITIONS A PERSON CAN PERFORM WHEN HE HAS LEARNED AND PRACTICED WELL THE COURSE OF DIGITAL MARKETING ?
23. WHAT IS SEO?
24. WHAT IS SEM?
25. WHAT IS SMO?
26. WHAT IS SMM?
27. WHAT IS LOCAL SEO AND GOOGLE BUSINESS MANAGER?
28. WHAT IS GOOGLE ADS?
29. WHAT IS ADWORDS?
30. WHAT IS ADSENSE?

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31. WHAT IS WEB ANALYTICS? FOR WHAT PURPOSE IT IS USED?
32. WHAT IS GOOGLE SEARCH CONSOLE (WEB MASTER'S TOOLS)? FOR WHAT PURPOSE YOU USE IT?
33. WHAT IS ONLINE REPUTATION MANAGEMENT O.R.M?
34. WHAT IS INBOUND MARKETING?
35. WHAT IS E-COMMERCE?
36. WHAT IS WEB MARKETING?
37. WHAT IS INTERNET MARKETING?
38. WHAT IS E MARKETING?
39. WHAT IS EMAIL MARKETING?
40. WHT IS PROFESSIONAL EMAILS? HOW TO SETUP AND USE IT USING YOUR OWN DOMAIN NAME.
41. WHAT IS TELE MARKETING?
42. WHAT IS SMS MARKETING?
43. WHAT IS WHATSAPP MARKETING?
44. WHAT IS AFFILIATE MARKETING?
45. WHAT IS YOUTUBE ADVERTISING? HOW YOU CAN CREATE YOUTUBE CHANNEL AND CUSTOMIZE ITS DIFFERENT FEATURES.
46. WHAT IS YOUTUBE MONETIZATION?
47. WHAT IS LEAD GENERATION?
48. WHAT IS FACEBOOK ADVERTISEMENTS? HOW YOU CAN CREATE YOUR PERSONAL ACCOUNT AND BUSINESS ACCOUNT/PAGES/GROUPS? EXPLAIN IN DETAIL HOW YOU CAN CUSTOMISE ITS USAGE AND USE VARIOUS FEATURES TO PROMOTE BUSINESSES AND GET REPORTS OF THE ADS CAMPAIGNS YOU ALREADY SETUP AND RUNNING ADS UNDER VARIOUS CAMPIGNS?
49. HOW YOU CAN CREATE AND RUN CAMPAIGNS IN FACEBOOK ADVERTISING AND WHAT ARE THE MAIN FEATURES TO MAXIMISE IT LEADS GENERATION PROCESS?
50. WHAT ARE DEMOGRAPHICS? TARGETTED AUDIENS? BUDGET, REPORTS, INSIGHTS IN FACEBOOK ADVERTISEMENTS?
51. WHAT IS INSTAGRAM MARKETING? HOW TO SETUP PERSONAL AND BUSINESS ACCOUNTS AND WHAT ALL ACTIVITIES YOU DO TO GENERATE MAXIMUM LEADS USING INSTAGRAM ADVERTISEMENTS?
52. WHAT IS TWITTER MARKETING? HOW TO SETUP PERSONAL AND BUSINESS ACCOUNTS AND WHAT ALL ACTIVITIES YOU DO TO GENERATE MAXIMUM LEADS USING TWITTER ADVERTISEMENTS?
53. WHAT IS LINKED IN MARKETING? HOW TO SETUP PERSONAL AND BUSINESS ACCOUNTS AND WHAT ALL ACTIVITIES YOU DO TO GENERATE MAXIMUM LEADS USING LINKED IN ADVERTISEMENTS?

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54. WHAT IS PINTEREST MARKETING? HOW TO SETUP PERSONAL AND BUSINESS ACCOUNTS AND WHAT ALL ACTIVITIES YOU DO TO GENERATE MAXIMUM LEADS USING PINTEREST ADVERTISEMENTS?
55. WHAT IS QUORA MARKETING? HOW TO SETUP PERSONAL AND BUSINESS ACCOUNTS AND WHAT ALL ACTIVITIES YOU DO TO GENERATE MAXIMUM LEADS USING QUORA ADVERTISEMENTS?
56. WHAT IS SLIDESHARE MARKETING? HOW TO SETUP PERSONAL AND BUSINESS ACCOUNTS AND WHAT ALL ACTIVITIES YOU DO TO GENERATE MAXIMUM LEADS USING SLIDESHARE ADVERTISEMENTS?
57. WHAT IS FACEBOOK MESSENGER? HOW TO SETUP AND USE IT FOR PROMOTING BUSINESSES AND USE IT FOR MARKETING PURPOSE?
58. WHAT IS TELEGRAM? HOW TO SETUP AND USE IT FOR PROMOTING BUSINESSES AND USE IT FOR MARKETING PURPOSE?
59. WHAT IS ONLINE REVIEW MANAGEMENT (ORM)? IT IS POSITIVE AND NEGATIVE USE?
60. WHAT IS DOMAIN MANAGER AND WEBHOSTING MANAGEMENT?

AT LEAST 5 LIVE PROJECTS OF EACH AND EVERY STUDENTS.

CREATING AND DESIGNING WEBSITES + CUSTOMIZATION AS PER THEIR REQUIREMENT.

CUSTOMIZED GRAPHICS AND VIDEOS OF THEIR OWN CREATED STUFF.

COMPLETION OF ALL THE GIVEN ASSIGNMENTS AND PRACTICALS MUST BE COMPLETED.

WITHOUT WHICH YOUR COMPLETION CERTIFICATE WILL NOT BE GIVEN TO YOU.

ADDITIONALLY ALL THE STUDENTS CAN GET CERTIFIED BY GOOGLE, MICROSOFT, HUBSPOT

AND OTHER PLATFORMS AND GET THEIR PRESTIGIOUS TRAINING ON SPECIALIZED TOPICS

AND GET SPECIALIZED CERTIFICATES BY APPEARING AND PASSING THEIR CBT ONLINE

EXAMINATIONS FOR WHICH ALL HELP AND SUPPORT WILL BE PROVIDED AND GUIDANCE

WILL BE GIVEN TO YOU. BEST OF LUCK AND WISH YOU ALL THE BEST. YOUR DIGITAL

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Some other websites of our Organization are:-

- WWW.HIADM.COM
- WWW.LEARNDIGITALMARKETING.DIGITAL
- WWW.DIGITALMARKETINGCLASSES.CO
- WWW.DIGITALMARKETINGACADEMY.SITE
- WWW.DIGITALGURU.DIGITAL
- WWW.DIGITALHUB.FUN

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Learn Digital Marketing !