



UNIVERSITY COLLEGE TATI (UCTATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BMK 3463
COURSE	:	DIGITAL MARKETING
SEMESTER/ SESSION	:	2 – 2021/2022
DURATION	:	3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 6 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

Savvy digital marketers understand the importance of building an integrated multichannel touch or contact strategy which delivers customized communications to consumers through search or behavioural targeted display ads (also known as remarketing), emails and web recommendations and promotions. Every customer interaction or response to a communication should be followed up by a series of relevant communications delivered via the right combination of channels (web, email, phone, direct mail) to elicit a response or further dialogue. This is contextual or 'Sense and Respond' marketing, where the aim is to deliver relevant messages which fit the current context of what the customer is interested in according to the searches they have performed, the type of content they have viewed or the products they have recently purchased.

- (a) Indicate **FOUR (4)** elements of digital marketing involvement in defining the marketing itself (4 Marks)
- (b) Justify **THREE (3)** benefits of digital marketing (3 Marks)
- (c) Justify **FIVE (5)** functions of social media in implementing the marketing mix (5 Marks)
- (d) Indicate **TWO (2)** functions of apps and widgets in implementing the marketing mix (2 Marks)
- (e) Demonstrate **THREE (3)** types of customer motivation in defining the "*online value proposition*" (ovp) (6 Marks)

QUESTION 2

'Nudging is about orchestrating persuasion on a subconscious level by sidestepping arguments and leading people down the road' says Ogilvy analyst Daniel Stauber (Benady, 2014). Nudge theory is a way of appealing to people's logic or emotions. The UK government has its own nudge division (the Behavioural Insights Team – or 'Nudge Unit'), set up by UK Prime Minister, David Cameron in 2010 and privatized in 2014. The Behavioural Insights Team uses insights from behavioural economics to find canny, cost-effective ways of encouraging people to make choices 'that are beneficial to them and society' (Benady, 2014).

David Benady says: 'It has used these techniques successfully with the HMRC to increase tax payments by tapping into peer group pressure (and sending out reminder letters stating that most people in the area have paid their tax). These services are now being sold to other countries like Guatemala who have seen increased income tax declaration increase by 52 per cent.'

- (a) Interpret **FOUR (4)** online buying processes by using the Simple Linear Buying Model. (8 Marks)

- (b) Interpret **FOUR (4)** elements in developing a social media strategy according to the Forrester (2008) (8 Marks)

- (c) Produce **FOUR (4)** methods in creating a strategy and plan to manage social media (4 Marks)

QUESTION 3

People use social networks like Facebook, and Twitter in many different ways for different reasons. Twitter is mostly known for a place to find real time information in a compact format, but Pinterest is used in a completely different way. Most users on Pinterest are either looking for ideas or browsing images related to topics they like. If you try to lump all the social networks together and send one update to all of them you will likely have information that is not suited for any social network.

- (a) Illustrate in diagram form the social syndication lifecycle (2 Marks)
- (b) Interpret **FIVE (5)** key variables for web design objectives (5 Marks)
- (c) Explain **SEVEN (7)** types of constraints or challenges under which web designers operate (7 Marks)
- (d) Illustrate in diagram form "*the four types of web purchase-making decisions*" according to Eisenberg (2 Marks)
- (e) Explain **TWO (2)** elements of content management for content strategy and copywriting (4 Marks)

QUESTION 4

- (a) Explain **FOUR (4)** challenges of managing digital marketing by Chaffey (2016) (8 Marks)
- (b) List **TWO (2)** types of business models as suggested by Paul Timmers (1999) (2 Marks)
- (c) Produce **SIX (6)** elements of logical and simple system that deliver a reassuring sense of order in preparing the digital marketing plan (6 Marks)
- (d) List **FOUR (4)** situational analysis elements (4 Marks)

QUESTION 5

- (a) Produce **FOUR (4)** key trends in CRM applications (4 Marks)
- (b) Produce **EIGHT (8)** building blocks for CRM success (8 Marks)
- (c) Explain **THREE (3)** dimensions of Big Data for marketing (6 Marks)
- (d) Explain **TWO (2)** benefits of email marketing (2 Marks)

-----End of question-----