DIGITAL MARKETING TECHNIQUES

OCTOBER 2021

MOCK EXAMS

Time: 5:30PM – 8:30PM

Date: 8th OCTOBER 2021

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** compulsory tasks.

Task 1 is worth 50% of the total marks available

Task 2 is worth 50% of the total marks available.

All tasks relate to your chosen organization. You are allowed to bring your audit (not to exceed **FOUR** sides) into the examination room.

You are required to give your answers in the CIMG answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Your audit analysis of your chosen organization **must** include your CIMG membership number or name on each page. On completion of the examination the written audit analysis must be attached with a treasury tag within the back cover of the answer book.

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DIGITAL MARKETING TECHNIQUES

Case Study: Chosen Organisation

ALL TASKS ARE COMPULSORY

You are employed as marketing manager working in your chosen organization

With reference to your chosen organization and your previously prepared strategic marketing audit, including the external and internal digital environments audits, you have been asked to produce a report that addresses the following tasks.

Task 1

    a. Critically assess digital marketing activities in your

chosen organizational context. *(25 marks)*

    b. Illustrate how digital marketing can support your

chosen organizational marketing functions. *(25 marks)*

Task 2

    a. Explain the role of contents in digital marketing environment in your

chosen organisation. *(25 marks)*

    b. Demonstrate the advantages and disadvantages of multichannel

marketing in your chosen organisation. *(25 marks)*

(Total – 100 marks)

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