



DIGITAL MARKETING TECHNIQUES

**MARCH 2022 SESSION**

**MOCK EXAMS**

**Time:** 5:30PM – 8:30PM

**Date:** 3<sup>rd</sup> JUNE 2022

Three hours' duration

The examination comprises of **TWO** parts

**Part A** - A **Compulsory** Case Study and is worth **40** marks

**Part B** - Comprises of **FIVE** (5) questions and Students is to answer any **THREE** (3) questions and total is **60** marks

You are required to give your answers in the GSM 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.

**Candidate guidance:**

- Answer **all** questions on the separate answer sheet provided and make sure you read the guidance information provided at the top of the answer sheets
- Ensure your student number are provided on the answer sheet
- Read all question carefully before attempting them
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Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



**Question 1 (Compulsory)**

As a digital marketing manager of a wine producing company, Sorabico LTD with major distribution outlets in ten (10) different countries across Africa and Europe. Sorabico LTD has recently been making losses due to other competing new brands in the market which leverage heavily on digitisation and digitalisation concept to make huge sales. The managers of Sorabico have decided to close down five (5) of its major outlets and still remain relevant with its brand presence and increase profit.

- a. Discuss how you can use the principles of digital marketing to help Sorabico LTD to be on top of its game and become profitable. **(20marks)**
- b. How would Sorabico leverage on google analytics as a strategic tool for its distribution outlets' monitoring and precise decision making. **(20marks)**

**Answer any three of the questions in this section below;**

**Question 2**

- a. Discuss how buyer's persona can be created considering digital customer journey or digital marketing funnel framework. **(10marks)**
- b. Discuss the difference between SEM and SEO. **(5marks)**
- c. Define the following terms **(5marks)**
  - i. Link text
  - ii. Uninformative link
  - iii. URL link
  - iv. Topic link
  - v. Keyword link.

**Question 3**

- a. Explain how Digital Marketing Insight of "5Ps Model" could be used to better understand digital customer's needs. **(10marks)**
- b. Describe the concept of On-page and Off-page optimization. **(5marks)**
- c. What is Inbound Marketing? **(5marks)**
- d.

**Question 4**

- a. Explain the concept of content marketing and how it can be utilized to optimised a company's online products and services. **(10marks)**
- b. How will you describe the frequent limited time spent by a user on a webpage, and what are the measures to how these phenomena be corrected. **(5marks)**
- c. What is the difference between click through rate (CTR) and pay per click (PPC) advertising? **(5marks)**

**Question 5**

- a. Describe how you can use the framework of a Successful Instagram for Business Marketing Campaign to maximize sales make your company profitable **(10marks)**
- b. Discuss how beneficial is WhatsApp Marketing to digital display AD? **(5marks)**
- c. Explain your best understand the concept of digital marketing. **(5marks)**

**Questions 6.**

- a. Discuss the Roles and Benefits your company stands to enjoy as you convince the company of using digital marketing. **(10marks)**
- b. Outline and find solutions to the limitations you may encounter in the digital journey with your start-up company. **(10 marks)**

