DIGITAL MARKETING TECHNIQUES

NOVEMBER 2021

MOCK EXAMS

Time: 9:00PM – 12:00PM

Date: 5th OCTOBER 2021

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** compulsory tasks.

Part 1 is worth 40% of the total marks available

Part 2 is worth 60% of the total marks available.

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.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.

Ghana School of Marketing
Office Location: GT-345-6223
Spintex, Accra
Post: P. O. Box GP 18235

+233 551 465 110
+233 263 279 552

info@gsm.edu.gh
www.gsm.edu.gh

[CASE STUDY] DECEMBER, 2021

The Esmeralda Associate (EA)

Esmeralda Associate (EA) is a global pharmaceutical company. It owns a number of major brands. Its products are marketed to government-funded health service organisations, wholesalers, large retailers and some independent pharmacist outlets. Because of the nature of the products it manufactures, EA's critical business dependency rests with its supply chain partners and logistics partners, and its distribution networks through online.

It has highly collaborative relationships with all of these. The marketing director (MD) is focused on gaining detailed data on likely future consumer buying patterns. To achieve this, specific research data is gathered annually on projections for customer future spending plans, in particular the amounts of money spent and volumes of purchases.

All EA marketing managers are mandated to analyse this (and other) data and take specific actions to respond to these identified customer trends. Marketing managers ensure, through these actions, that messaging is clear and consistent, and activities are co-ordinated to reinforce EA's brand values against its competitor.

PART A - Compulsory

QUESTION ONE:

a. Demonstrate an understanding of the data required for measuring the performance of digital plans for EA marketing managers *(20 Marks)*

a. Outline online customer journeys to support improvements in customer experience for EA *(20 Marks)*

Ghana School of Marketing
Office Location: GT-345-6223
Spintex, Accra
Post: P. O. Box GP 18235

+233 551 465 110
+233 263 279 552

info@gsm.edu.gh
www.gsm.edu.gh

PART B – Answer Three Questions Only

Essay Questions

QUESTION TWO:

As a Digital Marketing Manager of an organisation you're working now, identify and explain the 3 biggest digital challenges Enterprises are facing within the digital marketing environment. Considering your organisation *(20 Marks)*

QUESTION THREE:

 Explain the following terms:

1.   Digital media channels
2.   Display ads
3.   Pay-per-click
4.   Search engine optimization (SEO)

Considering their appraisal, the relevance, influence and impact of the wider digital environment on organisations *(20 Marks)*

QUESTION FOUR

You work in the Marketing Department of a global food processing company. You have been asked to produce a REPORT that:

a.   Demonstrate the advantages and disadvantages of multichannel marketing *(20 Marks)*

QUESTION FIVE:

You work in the Marketing Department of a global food processing company. You have been asked to produce a REPORT that:

a.   Explain the concept of digital market segmentation and the benefits that it can bring to your business. *(20 Marks)*

QUESTION SIX:

Explain how data can be used to create and actionable improvement plan

a.   Illustrate how digital organization's key stakeholders influence digital marketing campaigns. *(20 Marks)*

Ghana School of Marketing
Office Location: GT-345-6223
Spintex, Accra
Post: P. O. Box GP 18235

+233 551 465 110
+233 263 279 552

info@gsm.edu.gh
www.gsm.edu.gh