



DIGITAL OPTIMIZATION AND STRATEGY

AUG 2022

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: NOVEMBER 10th, 2022

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Task 1 is worth **40%** of the total marks available

Task 2 is worth **60%** of the total marks available.

You are required to give your answers in the GSM answer booklet 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.



SECTION A [CASE STUDY]

KY COMPANY LIMITED (KY)

KY Company Limited is a manufacturer of alcoholic and non-alcoholic beverages in Ghana. KY combines the best from the Ghanaian legacy with herbal science and state-of-the-art manufacturing technology and strives to deliver products that offer a multiplicity of benefits to the end consumer through online and offline marketing activities.

The company was founded in 1888 in Labadi, a suburb of Accra in response to the growing demand for good quality alcoholic drinks that were still within the means of the average Ghanaian.

KY was responsible for the conceptualization, research, design, and development of the first scientifically formulated, herbal-based alcoholic beverage in Ghana– Ordor Bitters and other flagship products such as Energy Drink, Ordor(Black, White, Gold, Silver, Bitters), KY50, Whisky, Royal Drinks (Apple, Cola, Orange, Lemon Splash, Honey Bee), Tonic Wine, Carnival Greenberry, Onlove Bitters, Veronicaldo and many others.

Online shopping is a form of electronic commerce in which the company allows consumers to directly buy its products from a seller over the Internet, using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailers directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

KY does e-retailing on Zinea, Jumia, ShwapponNet, Ghanayello, Afrobuy, Melcom.com, Maxmartonline.com and Trade Africa Online. As of 2020, customers can shop KY products online using a range of different computers and devices, including desktops, laptops, tablets computers and smartphones.

The marketing director (MD) of the company is focused on improving conversion rates optimization of KY for future consumer buying patterns on e-commerce and translating customer behaviour into actionable business data to achieve specific research data gathered annually on projections for customer future spending plans, in particular, the amounts of money spent and volumes of purchases online.

All KY marketing managers are mandated to analyse this (and other) data and take specific actions to respond to these identified customer trends. The marketing managers must ensure online stores usually enable shoppers to use "search" features to find specific models, brands or items.

Also, online customers must have access to the internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal, for KY flagship products online.



PART A - Compulsory

QUESTION ONE

You work in the Marketing Department of KY as Digital Marketing Manager (DMM). In a **REPORT**:

- a. Critically evaluate KY's resource base and capabilities and the ways to improve its' conversion rates optimisation **(20 Marks)**
- b. Explain how KY could effectively use its' '**tough points**' to improve customer service and customer loyalty of the company. **(20 Marks)**

PART B – Answer Three Questions Only

Essay Questions

QUESTION TWO

Online research involves the collection of information from the internet. Online survey research has more impact than traditional methods, given ease of access, cost savings – and, typically, much higher response rates. You have been asked to produce a **REPORT** on the following:

- a. Online focus groups **(5 Marks)**
- b. Online interviews **(5 Marks)**
- c. Inline text analysis **(5 Marks)**
- d. Social network analysis. **(5 Marks)**

QUESTION THREE:

Effective management and implementation of the marketing planning process start with a systematic analysis and assessment of the organisation's external environment. The broader, or macro environment contains elements that most organisations have either little or no control over, but which have a major impact on their strategy. Marketers need to identify and evaluate the changes that are taking place or likely to occur in the macro environment in order to make robust strategic choices.

You work in the Marketing Department of a KY Company Limited. You have been asked to produce a **REPORT**,

- a. What is Scenarios planning? **(5 Marks)**
- b. Appraise the three principal reasons for developing future scenarios as part of KY's strategy process. **(15 Marks)**

QUESTION FOUR

You work in the Digital Marketing Department of CIMG. You have been asked to produce a report that:

- a. Explain the relationship between digital and traditional communications tools that can be used to create actionable data to improve the digital optimization plan considering CIMG's key stakeholders **(10 Marks)**
- b. Outline the concept of online customer journeys to support improvements in CIMG's key customer experience through a conversion optimization plan. **(10 Marks)**

QUESTION FIVE:

Digital marketing today goes far beyond websites and email interactions with customers. It now involves managing and harnessing the '**5Ds of Digital**', which is the pace of digital marketing activities in the emerging market being strategy, planning, and online implementation. In a **REPORT**, explain the following themes and how they are going to benefit Congo Villa Company Limited (CVCL):

- a) Landing page **(5 Marks)**
- b) Rich media **(5 Marks)**
- c) Email marketing **(5 Marks)**
- d) Pay-per-click **(5 Marks)**

QUESTION SIX:

The Senior Management Team of Congo Villa Company Limited (CVCL) has asked you to assess ways of measuring digital channel integration of the organization. Management of the firm understands that digital marketing analytics tools give the creative, fluid side of marketing a data-driven foundation on which businesses can build a profitable, scalable marketing strategy. They also know that digital analytics draw the line between opinion and fact.

In a **report**, assess the effective ways of measuring digital integration of CVCL and recommend the steps required to apply key measures and make improvements of the following:

- a. Digital metrics for website **(5 Marks)**
- b. Digital metrics for email marketing **(5 Marks)**
- c. Digital metrics for content and social media **(5 Marks)**
- d. Digital metrics for product and e-commerce **(5 Marks)**