



DIGITAL OPTIMISATION STRATEGY

**OCTOBER 2021**

**MOCK EXAMS**

**Time:** 5:30PM – 8:30PM

**Date:** 7<sup>th</sup> OCTOBER 2021

Three hours duration

The Mock will be 3hours 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.





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

## DIGITAL OPTIMISATION STRATEGY

### 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. Analyse the macro or micro-environment using a range of existing and emerging digital analysis tools and framework. (25 marks)
- b. Assess the relevance, influence and impact of emerging trends on your chosen organization. (25 marks)

#### Task 2

- a. Assess how the emerging trends identified in Task 1 (b) could influence future online acquisition strategies for the chosen organisation. (25 marks)

- b. Assess how emerging trends identified in Task 1 (b) could influence future online retention strategies for the chosen organisation. (25 marks)

(Total – 100 marks)



