



DIGITAL OPTIMIZATION AND STRATEGY

**MARCH 2022 SESSION**

**MOCK EXAMS**

**Time:** 5:30AM – 8:30PM

**Date:** 2<sup>nd</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.



## [CASE STUDY] MARCH, 2022

### AKRUMAH COMPANY LIMITED (ACL)

Akrumah Company Limited (ACL) does e-retailing on Zinea, Jumia, ShwapponNet, Ghanayello, Afrobuy, Melcom.com, Maxmartonline.com and Trade Africa Online. As of 2019, customers can shop ACL product 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 optimisation of ACL for future consumer buying patterns on e-commerce and to translation 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 ACL 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, to 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 ACL flagship products online.

### PART A - Compulsory

#### QUESTION ONE:

You work in the Marketing Department of ACL as Digital Manager (DM). In a Report:

- a. Define ways to improve conversion rates of ACL **(20 Marks)**
  
- b. Explain how the integration and optimization of digital marketing of ACL can be measured and monitored. **(20 Marks)**



**PART B – ANSWER THREE QUESTIONS ONLY****ESSAY QUESTIONS****QUESTION TWO:**

In **BRIEFING PAPER**, consider the following:

- a. Assess effective ways of measuring digital integration **(10 Marks)**
- b. Recommend the steps required to apply key measures and make improvements

**(10 Marks)**

**QUESTION THREE:**

Effective management and implementation of the marketing planning process starts 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. Appraise the micro or the macro analytical frame to produce a reliable Marketing Information System (MKIS) that will assist the successful implementation of the marketing plan of KY. **(20 Marks)**

**QUESTION FOUR**

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

- a. Explain how data can be used to create and actionable improvement 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 conversion optimization plan. **(10 Marks)**



### QUESTION FIVE

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 SIX

Digital marketing today goes far beyond website and email interactions with customers. It now involves managing and harnessing the ‘**5Ds of Digital**’, which are defined in the introduction to Digital Marketing: Strategy, planning and implementation. In a REPORT:

- a. Assess the impact of 5Ds of Digital in your chosen organization. Considering the role of innovation and new product development in increasing corporate value and brand equity. *(20 Marks)*

