



ADVANCED DIGITAL MARKETING

AUGUST 2023

MOCK EXAMS

Time: 9:00 AM – 12:00 PM

Date: 11th November 2023

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 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.



Part A – Compulsory

Al-Culmer is a Ghanaian-based brand selling a wide selection of FMCG products, electronics, and office equipment-related products from big brands like Unilever, GE, Al Alali, and many more.

Being one of the most favoured and trusted companies in West Africa, Al-Culmer is expected to receive a huge number of visitors to their online website every day but this is on the contrary. However, Al-Culmer's presence encountered several concerns that related to web speed, stability, and infrastructure. There were major speed issues due to both an insufficient hosting solution and a disappointing CMS, along with severe downtimes in terms of stability. More than that, as the old Al-Culmer website was based on Magento 1 which had come to its EOL, the store site was surely in need of significant improvements on both its frontend and backend. However, the migration on such a huge scale might pose some significant threats such as data corruption and other incompatibility issues, which left Al-Culmer with serious consideration.

The al-Culmer team is also in need of effective sets of content management tools that will help them update landing pages effectively. Al-Culmer team also intends to control omnichannel, project management, and customer relationship management (CRM) in one place, which will require a comprehensive online platform to support.

With smart mobile phone engagement increasing, Al-Culmer will have to build an excellent mobile experience for users, there is a need to develop a platform-specific app for iOS and Android, even though the company believes mobile web would work as an alternative, as long as they can make an installable and responsive, mobile web with all unique design and functionality.

After consulting with [SimiCart](#), a Google-qualified PWA development agency, Al-Culmer has agreed with SimiCart's solution to transform the company website. SimiCart offered a clear action plan to rebuild the Al-Culmer front-end into a headless Magento PWA using Magento PWA Studio and migrate the existing Magento 1 backend to Magento 2. All the data from their old Magento 1 was transferred to Magento 2, while the store could benefit considerably from a headless PWA storefront, such as better speed, more flexibility, improved scalability, and a seamless shopping experience for the customers.

Al-Culmer decided to separate their website frontend and backend using headless commerce. Being headless gave them the flexibility to craft a unique shopping experience. Al-Culmer team was free to utilize the available templates as well as customize marketing-focused content as wished thanks to a headless CMS. They could constantly update and adjust content across channels to make it appropriate for targeted customers.

After the transformation, Al-Culmer's frontend became app-like and engaging, and page load was no longer an issue thanks to PWA's enhanced caching machines. The store received a higher purchase conversion rate on mobile, and a drastically reduced mobile cart abandonment rate as well.

PART A- Compulsory

QUESTION ONE

As a Digital Marketing Consultant, you have been invited by Al-Culmer to produce a **report** on enhancing the company's online presence through digital content. You have been asked by the Senior Management Team to produce a report to address the following tasks;

- (a) Critically **assess** the major issues affecting Al-Culmer online user engagement and its impact on the positioning of the brand.
(10 marks)
- (b) Critically **evaluate** the measures Al-Culmer needs to undertake to address the issues identified in the case study.
(10 marks)
- (c) **Illustrate** the new technologies and innovations Al-Culmer needs to implement to give users a seamless shopping experience.
(10 marks)
- (d) **Recommend** with **Justifications** an e-commerce strategy Al-Culmer needs to adapt to address its weaknesses to remain a trusted brand in Ghana.
(10 marks)

40 Marks

PART B – Answer THREE (3) questions only here

QUESTION TWO (Briefing paper)

(a) Critically **evaluate four** e-commerce applications of online marketing techniques Al-Culmer can adapt to get customers to use the platform.

[5 marks]

(b) Critically **compare and contrast** two types of hosting that might be relevant to Al-Culmer.

[5 marks]

(c) Demonstrate how one of the hosting approaches identified above can be used to address the challenges of Al-Culmer.

[10 marks]

QUESTION THREE (Report)

Describe the role of a Trusted Third Party, and indicate the common fields found in digital certificates that can help Al-Culmer increase its conversion rate.

[20 marks]

QUESTION FOUR (Memo)

(a) Explain the types of e-commerce website designs, assessing the appropriateness of the type adapted by Al-Culmer

[10 marks]

(b) Identify five electronic payment systems, that Al-Culmer can implement and analyse challenges associated with the implementation of these systems.

[10 marks]

QUESTION FIVE (Memo)

(a) Explain the three categories of e-commerce, Recommending, one appropriate business model Al-Culmer can use to increase the company's online usage.

[10 marks]

- (b) Illustrate Four types of E-finance and identify the key drivers that might compel Al-Culmer to adopt e-finance.
[10 marks]

QUESTION SIX (Presentation)

- (a) Considering the technological issues affecting Al-Culmer. As a Digital Marketing expert, critically **compare and contrast** two server OS for Al-Culmer, recommending one appropriate server OS for Al-Culmer.
[10 marks]
- (b) Analyze which web server software is more appropriate for an e-commerce site for a Medium start-up business with justifications.
[10 marks]

End of Exams

