



ADVANCED DIGITAL MARKETING

**OCTOBER 2021**

**MOCK EXAMS**

**Time:** 1:00PM – 4:00PM

**Date:** 10<sup>th</sup> OCTOBER 2021

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.



## **The Ghanaian Breakfast Cereals Industry & Lion Company**

breakfast cereals industry is becoming more mature and competitive, with a few significant businesses dominating the market. Despite stronger revenues and volume gains reported by two of the top cereal makers, operating profitability and margins remain under pressure. Poor-income consumers will swap cereals for lower-cost maize choices, while health-conscious consumers will choose breakfasts with higher protein content, as a result of persistently low GDP growth and rising unemployment. As supply chains are strained and consumer incomes fall, the coronavirus pandemic will add to the pressure.

In comparison to developed markets, Ghana's morning cereal consumption is low, and the bad economy, rising unemployment, and declining disposable incomes are impacting consumer spending. Consumers that are price sensitive swap cereals for cheaper carbohydrates such as bread or maize during difficult times, or between brands based on promotional prices, various box sizes, or cheaper varieties.

On-the-go meals and snacks are becoming increasingly popular. Cereal and porridge manufacturers have repackaged and modified their goods to make them more portable, as well as developing on-the-go breakfast options. Organic and nutritious ingredients including superfoods, quinoa, and probiotics are being added to breakfast cereals by manufacturers. Breakfast cereals that are low in carbs, salt, gluten-free, or grain-free are popular. Manufacturers have produced sugar-free or no-sugar-added cereals in response to rising obesity rates globally and a reaction against cereals containing high quantities of sugar.

Lion is a Ghana company that specialized in the production and distribution of cereal and snacks. The company has 15 brand portfolios which include Blue and Red Cereal mix in Sorghum, Millet, Maize and Hausa Koko. Lion's brands in the evaporated milk (Kay & May), Cocoa Beverage (Sonny & Champ) and Coffee (Mascafe) categories are all market leaders, (90.7%, 67.6%, and 52.6% respectively). The above 3 categories are similar to extent that over 75% of the business is done through traditional retail stores (superettes, counter stores, container shops etc).

In years to come, 2020 will be remembered as the year that transformed everything. The internet and e-commerce sectors, which have thrived amid the COVID-19 issue, have experienced extraordinary and unexpected development. COVID-19 has resulted in a spike in e-commerce and rapid digital transformation in the face of weakening economic activity.

As lockdowns became the new normal, businesses and customers gradually "went digital," providing and purchasing more goods and services on the internet, increasing e-share commerce's of global retail trade from 14% in 2019 to almost 17% in 2020. E-commerce has always been the way of the future, but it is more so now than ever. The outer world has become a place of uncertainty, caution, and social isolation, highlighting the numerous benefits of e-commerce for both firms and customers.

You work in Lions as the head of E-commerce. Your management team has asked to develop a briefing paper before a presentation to the board of the company to address the following tasks.

### QUESTION ONE

- (a) Discuss with examples at least FIVE (5) electronic payment systems available to Lions in the e-commerce space **(20 marks)**
- (b) Critically evaluate the commercial benefits of e-commerce to Lions **(10 marks)**
- (c) Identify and explain at least FIVE (5) technical and business issues that need to be considered before Lion choose to host the e-commerce website in-house or outsourcing it to an external internet service provider **(10 marks)**

**40 MARKS**

### SECTION B:

**CHOOSE ANY THREE QUESTIONS FROM THIS SECTION**

### QUESTION TWO

In your role within the marketing function of your organisation, or one of your choice, your Managing Director has asked you to assess the security issues with your e-commerce sites. You have been asked to keep a portfolio of digital marketing activities as evidence of research, findings, plans, and recommendations. As part of the task, you are required to develop an e-commerce security plan for your company. **(20 marks)**





### **QUESTION THREE**

There are many different sorts of e-commerce business models, many of which are thriving. Year after year, online retail sales increase. Nonetheless, not every e-commerce business model is right for your firm. Even while traditional sorts of e-commerce business models still have a lot of advantages, customers' needs are constantly changing. Because of these changes and new client demands, e-commerce businesses must adapt and improve their marketing methods. Responding appropriately to market needs has an impact on converting new clients into loyal customers. As the future e-commerce manager of any company of your choice, you are required to critically assess FOUR (4) types of business models your company can consider before selling online.

**(20 marks)**

### **QUESTION FOUR**

Online trading is being disrupted by e-commerce security issues. Annually, the industry is subjected to up to 32.4 percent of all successful threats. Hackers frequently utilize a variety of nefarious ways to target e-commerce store administrators, users, and workers. As you have been appointed as the digital marketing manager of a cosmetics shop that is considering doing business online identify and explain FIVE (5) major security threats likely to be encountered and suggest solutions to these risks.

**(20 mark)**

### **QUESTION FIVE**

Since the first internet store opened many years ago, the evolution has been overwhelmingly good, with significant progress. And the fact is that, rather than opening a physical store, more and more people are opting for one over the Internet for its advantages: reaching a broader audience, being able to do searches, and so on. E-commerce technology, on the other hand, can be considered for a variety of reasons.

As a Digital Marketing Consultant to a company that wants to sell online, write a report that discusses at least FIVE (5) unique features of an e-commerce platform and justify their reason to do business online.

**(20 mark)**

### **QUESTION SIX**

Electronic commerce has recently gained a lot of popularity around the world, thanks to the various innovative technologies that are used in the process. Even though e-commerce benefits





customers, businesses, society, and the nation as a whole, there are still some areas of concern that need to be addressed.

As the e-commerce Manager of a company of your choice critically evaluate FIVE (5) technical and non-technical limitations of e-commerce **(20 marks)**

