



ADVANCED DIGITAL MARKETING

**NOVEMBER 2021**

**MOCK EXAMS**

**Time:** 2:00PM – 5:00PM

**Date:** 4<sup>th</sup> DECEMBER 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.



## Case Study- The Insurance Industry and Digital Marketing

The insurance industry is a dynamic marketplace, with new products and services being developed at a frantic pace. Today's insurance marketing solutions require more than just persuading new customers to choose your company for their life, health, auto or home insurance policies. You can no longer set up a new policy for a customer and move on without further thought. Instead, the challenge lies in improving the customer's experience, starting with the first time they begin pricing policies at your agency and continuing each time you send a statement. Today's insurance marketing includes improving the customer experience.

### *Shifting Demographics*

The demographics of people who need certain types of insurance have changed. For instance, the number of single parent households has more than doubled since the early 1970s, with more women making insurance decisions than ever before, according to Price Water Cooper. In addition, people are waiting longer to get married, and this affects their need for life insurance policies.

### *Regulatory Challenges*

As healthcare laws go through drastic changes due to Ghana Health Insurance. This affects the insurance business as you try to explain what actions new clients need to take to get and keep coverage. To make matters more challenging, many uninsured households do not have access to a bank account from which to pay for an insurance policy. This means insurance agency must scurry to find suitable payment methods in order to provide coverage.

### *Acquisition Cost*

The cost of marketing to find new high-quality customers poses a challenge for a small agency. The Internet and strong competition makes it easier than ever to price shop, forcing customer loyalty to take a back seat to price in many cases. Finding customers who need insurance to tackle life events such as buying their first car or starting a family means changing your target market. You also need to find ways to compete with price. For instance, offer different types of policies to meet all of a customer's needs, as people with multiple policies are willing to pay more if they can go through one agency for all their needs.

### *Improving the Customer Experience*

Finding new ways to get your message to clients is another challenge. One option requires using invoices and online billing to marketing your agency. Since billing statements are often the main form of communication between your agency and customers, offer electronic payment options and e-billing of statements. Going digital helps eliminate the number of cancellations that occur when print statements are used, as the lag time between receiving the invoice and making the payment gives customers too much time to cancel or to request revisions to a policy, all costly processes for your agency.

Digital marketing campaigns have become important options with regards to reaching a wider audience. Going digital means going online and, as such, provides you with a flexible marketing potential. Since technology has quickly advanced during the last half of the century, strategies concerning marketing have also followed out, it provides both new as well as interesting ways in reaching wider audiences. One of these technological innovations is digital marketing. Such a campaign lets your business successfully reach more customers and increase sales volumes due to its versatile nature.





**PART A-COMPULSORY -ANSWER ALL QUESTION HERE**

(a) Discuss with examples at least FIVE (5) electronic payment systems available to insurance companies in the e-commerce space

**(20 marks)**

(b) Critically evaluate the commercial benefits of e-commerce to insurance companies

**(10 marks)**

(c) Identify and explain at least FIVE (5) technical and business issues that need to be considered before an insurance company choose to host the e-commerce website in-house or outsourcing it to an external internet service provider

**(10 marks)**



**PART B-ANSWER THREE (3) QUESTIONS IN THIS SECTION****Essay Type Questions****QUESTION TWO**

Alexima Fast was incorporated as a Limited Liability Company on the 20th of November, 1990 Alexima started with a work force of 12 in 1991 but the number increased to 314 as of now. Thus offering job opportunities to both Ghanaians and foreigners. Over the past twelve months the sales of Alexima years keeps coming down because of the restriction on Covid-19 as the commercial landscape of food business in Ghana is always changing. Over the years you developed a friendship with CEO of Alexima Fast Foods. As a result of recent government regulations in relation to managing the current pandemic, the business is deciding to move it online. As a friend and a consultant in the e-commerce space you are required to perform the following activities prior to Alexima going online.

(a) Discuss Four (4) aspects, from an e-Commerce scope, that Alexima Fast Foods needs to consider before moving online .

**[4 marks]**

(b) Selling online enables Alexima Fast Food to consider alternative business models. Discuss two business models that might be relevant to them highlighting both the business activity and financial model.

**[6 marks]**

(c) Choose one of the business models you identified above and discuss what key activities Alexima might need to use to implement the model, along with FIVE (5) benefits to be derived **[10 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

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 marks)**





**QUESTION FIVE**

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 marks)**

**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)**

