



ADVANCED DIGITAL MARKETING

**MARCH 2022 SESSION**

**MOCK EXAMS**

**Time:** 9:00AM – 12:00PM

**Date:** 4<sup>th</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- SMART Kay's Boutique

SMART Kay's boutique is one of Ghana's large cloth retail networks. The company set out to stock premium fashion brands in 1996, when technology had peaked the influence of western fashion on Ghanaian culture.

Starting first as a partnership, the company metamorphosed in 2002 into a Limited Liability company under Act 179, 1963 (company Code) following early years of phenomenal Net profits. SMART Kay's Boutique has become a leading brand in the cloth retailing industry, with 26 outlets across Ghana and grossing GH ₵555,000 as annual revenue. The outlets are distributed in dense and affluent regions of the country; Accra (10), Kumasi (8) Cape Coast (5), and Takoradi (3). All shops sell approximately 6,658 pieces of cloth items per annum.

Operating in a sector where self-expression, fashion and symbolic value are sky-high, SMART Kay's boutique provides a channel for consumers to achieve all of the above parameters by stocking only the choicest and original fashion brands; the list includes leading brand names like Channel, Dolce and Gabana, Gucci, YSL, Dorothy Perking's, Pierre Cardin, among other big fashion brand names. The brand has long been positioned as a "House of Authenticity". The company employed this authentic philosophy as a strategy to emotionally connect with customers and to differentiate itself from a sea of claims by competing cloth retail networks.

Day-to-day operations are strategically coordinated from the central office (the Dzorwulu Branch). The team is made up of Finance (4 people), Purchasing and Control (6) and Marketing (6). These coordinate the activities from all the other outlets of the company through cross-functional planning, and report directly to the C.E.O. All marketing and communication activities are planned and coordinated from the central office, likewise purchasing and financial issues. Each shop has a manager, assisted by two deputies and 5 shop attendants. Day to day sales from each of the outlets is fed to the central Dzorwulu office, which then uses the information to record the daily stock movement and revenue.



The shop buys the latest fashion apparel directly from western fashion houses, marks up to between 15% and 25% and distributes them across the various branches in the country. To strengthen the performance of their brands internationally, the fashion label owners make available brochures, catwalk videos and various forms of brand endorsements from celebrities and celebrity models to SMART Kay's Boutique, which serve to facilitate consumers purchasing decisions. The company screens this in the various branches as it influences their purchasing decisions the most.

The people who buy from SMART Kay's Boutique are trendy and up-market people who are careful to express themselves with their clothes. The market is highly youth dominant. The broad market structure however comprises both men and women between the ages of 20 to 45 years, with household income levels over GH ₵15,000 per annum (within the LSM classification 7-10). For this group of the market, purchase patterns are eccentric and are always informed by what is in vogue, often dictated by western celebrities and celebrity fashion designers.

SMART KAY'S boutique is the market leader both by way of sales, branch network and profitability. From the broad brand equity perspective, the company enjoys Top of Mind (TOM) awareness in the market. It enjoys a strong perception and brand image in the market under years of fetish commitment to stocking only authentic western fashion brands; a factor that is critical to customers. This has also created high loyalty levels among the target market of the company. The only real threats come from "Kwame Showbiz Boutique" with 7 branches in Accra and 8 in the Ashanti Region; Message boutique and Lazonia, both with only a couple of networks. Beyond these, the rest are local shops with no real brand recognition at the national level, yet pose a greater threat. These lower-end retail networks often appeal to the "want-to-be" customers who imitate the authentic brands. They thrive on supplying counterfeit designer brands at relatively cheap prices.

SMART Kay's stores provide a range of clothing apparels; predominantly they provide men clothing, official/professional wears, casual shirts, shoes, trousers, suits, watches, designer eye wears, etc. SMART Kay also caters for women's clothing stocking both official/professional and



casual apparels, shoes and Suits. The management of SMART Kay is considering the possibility of developing an online apparel store and are requesting proposals from e-commerce consultants.

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

**QUESTION ONE**

You are a consultant for a local e-commerce firm. Your management has tasked you to present a report before a proposal will be sent to SMART Kay and you have been asked to undertake the following tasks;

- (a) Imagine you have to design an e-commerce site for SMART Kay
  - (i) Outline the processes to design a website the company **(10 marks)**
  - (ii) Explain the business model, and a description of any framework needed.  
**(5 marks)**
  - (iii) Identify FIVE (5) ways you could market the site and drive traffic to it?  
**(5 marks)**
- (b) Critically evaluate at least FIVE (5) key benefits of e-commerce to SMART Kay.  
**(10 marks)**
- (c) Discuss with examples at least FIVE (5) electronic payment systems available in the e-commerce space for SMART Kay **(10 marks)**

**(40 MARKS IN ALL)**



**PART B-ANSWER THREE (3) QUESTIONS IN THIS SECTION**

**QUESTION TWO**

Over the years you developed a friendship with Candace, the owner-operator of a high-quality coffee shop. As a result of recent government regulations about managing the current pandemic, Candace has decided to close the retail aspect of her business and move it online. She turns to you for help as you are the friendly neighbourhood Advanced Digital Marketer.

- (a) Discuss four aspects, from a legal standpoint, of moving her business online that Candace needs to consider that would be different from operating a retail location. **(4 marks)**
- (b) Moving online enables Candace to consider alternative business models to the traditional e-commerce merchant model. Discuss two business models that might be relevant to her coffee business highlighting both the business activity and





financial model.

**(6 marks)**

(c) Choose one of the business models you identified above and discuss what activities Candace might need to use to implement the model, along with the metrics she could use to measure if she is being successful or not.

**(10 marks)**

### **QUESTION THREE**

Online shopping is popular among all age groups. There is exponential growth in this kind of market. More online stores are opening, and competition is also becoming higher to sell products. But online marketplaces are building trust and giving convenient opportunities to their buyers. On the other hand, e-commerce technologies can be explored for a variety of reasons. Write a report for a company that wants to sell online as a Digital Marketing Consultant. Discuss at least FIVE (5) unique characteristics of an e-commerce platform and explains why they want to do





business online.

**(20 marks)**

#### **QUESTION FOUR**

Because of the different creative technologies that are employed in the process, electronic commerce has recently garnered a lot of popularity around the world. Although that e-commerce benefits customers, businesses, society, and the country as a whole, there are still some issues that need to be solved.

As the e-Commerce Manager of a company of your choice, objectively examine FIVE (5) technical and non-technical e-commerce restrictions **(20 marks)**

#### **QUESTION FIVE**

(a) Describe THREE (3) roles of TTP (Trusted Third Party) **(6 marks)**

(b) Differentiate between informational, transactional and interactive websites

**(6 marks)**

(c) Identify and evaluate TWO (2) webserver software more appropriate for an eCommerce site. **(8 marks)**

#### **QUESTION SIX**

E-commerce security vulnerabilities are causing an online business to be disrupted. Hackers routinely target e-commerce store administrators, users, and employees in several unscrupulous methods. As the digital marketing manager of a retail store considering establishing a business online, identify and describe FIVE (5) significant security problems that are likely to be encountered, as well as potential remedies.

**(20 marks)**

