



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

FINAL EXAMINATION

DIGITAL MARKETING (BMA 2102)

JUNE 2024

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer the question in **Section A** and any Three (3) questions in **Section B**.
2. Begin each question on a new page.
3. Specify your format of study (**Conventional, Block**) on the top right corner of the answer script cover.

INFORMATION

1. Each question carries **25 marks**.
2. Questions may be answered in any order.
3. Credit will be given for the use of appropriate examples.

SECTION A: COMPULSORY

Study the following business case scenario, and attend to the respective question.

CASE STUDY: AMAZON IN THE DIGITAL SPACE!

Amazon, the world's largest e-tailer, excels at using digital platforms to sell a vast array of products. Their user-friendly website and app make it easy for customers to find and purchase what they need. Their annual profitability levels are entirely attributed to their dedicated online presence and brand visibility. The upmarket American digital giant goes beyond sales to serve its customers. They provide quick information, easy renewal services, and solve customer queries promptly. Their customer service is responsive and efficient, enhancing the overall customer experience. Amazon uses digital channels to communicate effectively with its customers. They send personalized, relevant, and timely content and messaging to their customers based on their browsing and purchasing history.

Through digital transformation, Amazon has achieved greater efficiency, which saves them money. They have automated tasks to reduce labor costs, digitized records to eliminate storage/paper costs, and use data to optimize operations. Amazon constantly innovates to excite customers and generate buzz. They have introduced features like "Amazon Prime", "One-Click Ordering", and "Amazon Echo" that have revolutionized the e-tailing industry. *(Adapted from the Digital News, IJRS, CA)*

Question 1

From the article, it is apparent that Amazon's success in e-tailing can be attributed to how well they applied Chaffey & Smith's 5S model of digital marketing strategy. From your appreciation of the primary objectives of digital marketing, identify the elements that constitute the 5-S model and explain how Amazon utilized the model to enhance its marketing appeal, on a global scale. [25 marks]

SECTION B

Answer any three (3) questions in this section

Question 2

Highlight and discuss, with the aid of relevant examples, any five methods that can be applied in a bid to integrate digital marketing and traditional marketing as a way of providing a comprehensive market coverage. [25 marks]

Question 3

(a) Considering the unique features of world-class search engines available on the digital market today, provide three potential reasons why most digital marketers would prefer using Google, Baidu and Yandex over others. [6 marks]

(b) In your view, what are the points of difference between on-site SEO and offsite SEO? [4 marks]

(c) Highlight and discuss the five e-marketing metrics that marketing management can employ as key performance indicators. [15 marks]

Question 4

(i) State and describe any five methods through which e-marketers can generate leads online [15marks]

(ii) Justify why most Zimbabwean firms would invest significant resources in online marketing against all economic odds. [10 marks]

Question 5

While most global businesses view and celebrate digital marketing as the greatest invention ever to grace the marketing discipline, insightful researchers and practitioners are still skeptical. In your view, what are possible the reasons behind their skepticism. Discuss. [25 marks]

End of Examination Paper!