



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

FINAL EXAMINATION

DIGITAL MARKETING (BMA 2106)

DECEMBER 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.

INFORMATION

1. Each question carries **20 marks**.
2. Questions may be answered in any order.
3. Credit will be given for the use of appropriate examples.

SECTION A: COMPULSORY

Question 1

- i. Identify any five leading search engines, on the basis of market share, and discuss at least three distinctive features of each of them. (15 marks)
- ii. Discuss the role played by SEO in digital marketing, and why is it important. (10 marks)
- iii. How has social media changed the landscape of digital marketing. (15 marks)

SECTION B

Answer any three (3) questions in this section

Question 2

Highlight and discuss any eight digital marketing instruments which modern marketers can apply in the business, use examples to aid. (20 marks)

Question 3

Using Chaffey & Smith (2013)'s 5 S-framework, explain the rationale behind the employment of digital marketing in contemporary marketing. (20 marks)

Question 4

Describe, using relevant examples, any five methods through which marketing practitioners can blend traditional marketing with digital marketing. (20 marks)

Question 5

(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) Discuss the five e-marketing metrics that marketing management can employ as key performance indicators. [10 marks]

Question 6

Briefly discuss the following terms as used in Digital Marketing:

- i. Search engine optimization. (5 marks)
- ii. Content marketing. (5 marks)
- iii. E-marketing. (5 marks)
- iv. Affiliate Marketing. (5 marks)