



JUNE XXXX

INTERMEDIATE LEVEL

Subject Title	DIGITAL MARKETING PRACTICE
Subject Code No.	5070
Paper No.	TWO

Duration

3hours

Instructions: answer any five questions

You are reminded of the necessity for good English and orderly presentation in your answers.

Turn Over

1. With the coming of the internet, traditional marketing is gradually being transformed into online marketing
With your knowledge in marketing
- (a) Define:
Online marketing and the Internet (2marks)
(2 marks)
- (b) Briefly describe four (4) internet devices used by marketers in online marketing transactions (8 marks)
- (c) Explain four (4) stages of the digital market process commonly used by companies (8 marks)
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2. Online business transactions over the internet can take the form of Business to business, consumer to business, business to consumer and consumer to consumer transactions. As a researcher,
- (a) Define the concepts of;
(i) E-commerce and
(ii) M-commerce giving examples (6 marks)
- (b) Give three (3) advantages and three (3) disadvantages of E-commerce to a firm. (6 marks)
- (c) Briefly explain four (4) differences between M-commerce and E-commerce (8 marks)
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3. The coming of the internet has greatly transformed the way we do things, and plays a key role in moving marketing from the traditional marketing approach to the modern digital approach. As a marketer;
- (a) Define digital marketing and state two of its tools (6 marks)
- (b) Explain three (3) types of E-mail marketing used by a firm of your choice (6 marks)
- (c) Give four (4) importance of digital marketing to a business firm (8 marks)
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4. Olio Company based in Douala wants their business to have a website which provides legitimate customer information and security when accessing their web site. As such it has provided website features that guarantees customers protection. As a manager;
- (a) List 4 characteristics of a good website (6 marks)
- (b) Briefly explain the meaning of a website and three stages of creation (6 marks)
- (c) Explain five (5) components of w.w.w. (10 marks)
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5. Online advertising is one of the most effective ways for businesses of all sizes to expand their coverage, find new customers, create brand awareness and increase their company's profit. As an advertising manager;
- (a) Define online advertising (4 marks)
- (b) Explain three (3) pay per click (PPC) to be used by the company. (7 marks)
- (c) Give three (3) advantages and three (3) disadvantages of PPC to the company. (9 marks)
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6. Just like your health can fail in the absence of regular check-up, so too can your website. Keeping a website well maintained and attractive is important to big and small companies in order to engage and retain customers. Regular monitoring of your website is a must for keeping your business running smooth. As a technician, how will you;
- (a) Define website maintenance (4 marks)
- (b) Explain four (4) importance of website maintenance in a company (8 marks)
- (c) Give four (4) differences between excel and Access.
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7. Search engines are answering machines. They exist to discover, understand and organize the internet's content in order to offer the most relevant results to the questions customers are asking.
- (a) Define search Engine (4 marks)
- (b) Briefly explain how the search engine works for a firm (10 marks)
- (c) Give three (3) functions of a search engine in the firms. (6 marks)

