

**SOUTH WEST REGIONAL MOCK EXAMINATION  
TECHNICAL AND VOCATIONAL EDUCATION**

**THE TEACHERS' RESOURCE UNIT (TRU)**  
Cellule d'appui à l'action Pédagogique

**IN COLLABORATION WITH**  
En collaboration avec

**THE REGIONAL INSPECTORATES OF PEDAGOGY AND  
THE SUBJECT TEACHERS' ASSOCIATIONS (STA)**

WEDNESDAY 26<sup>th</sup> MARCH 2025

ADVANCED LEVEL

Specialty	MARKETING (MKT)
Subject Title	DIGITAL MARKETING
Subject Code Number	7070
Paper Number	2

**THREE HOURS**

**INSTRUCTIONS TO CANDIDATES:**

**This paper carries SIX questions. Answer any FOUR questions.**

*Each question carries 25 marks. For your guidance, the approximate mark for each part of a question is indicated in brackets.*

*If you answer MORE THAN four (4) questions, ONLY the first four (4) answers presented will be marked and the other cancelled.*

**You must use ONLY Blue or Black ink. No answer in Pencil will be marked.**

**All Appendices filled or completed should be handed in with your answer booklet.**

**All necessary calculations must be shown.**

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

*You are advised to read carefully through the question paper, before you begin your answers.*



### QUESTION ONE

PRIDIES is a contemporary fashion designer that specializes in the production and marketing of high-quality men's and women's shoes and handbags. To enhance customer engagement and drive sales, PRIDIES plans to customize her marketing materials for online advertising and the use of digital platforms to showcase her unique designs and highlight the brands commitment to quality, ensuring they meet up with the values and interest of her target audience.

- Describe the term online advertising and enumerate FIVE of its objectives. (7marks)
- Evaluate THREE types of email that PRIDIES can use in sending emails to her customers, stating an example each. (8marks)
- Examine FIVE social media marketing strategies. (10marks)

### QUESTION TWO

Establishing a business presence on social media is essential, but the true value lies in creating a page that effectively drives traffic to the company's website, thereby optimizing website ranking on search engine.

- Explain the term "Search Engine Optimization" and elaborate on THREE types of SEO. (8marks)
- Discuss FOUR online advertising techniques that can be used by a company. (8marks)
- Examine the 3I principles of Digital Marketing. (9marks)

### QUESTION THREE

Search engines are answering machines. They constantly index and categorize online content to provide users with the most accurate and relevant answers to their search queries.

- Discuss SIX strategies that can be used by a firm to convert traffic to LEADS. (6marks)
- Describe the term search Engine and explain THREE types of search engines with examples. (9marks)
- Examine FIVE types of e-mail campaign. (10marks)

### QUESTION FOUR

In pursuit of financial stability, many graduates from National Universities have ventured into e-tailing. They are using mobile apps for e-commerce transactions and e-banking services to manage their savings and meet daily expenses.

- Describe FOUR Mobile commerce applications stating examples. (8marks)
- Examine FOUR types of website. (8marks)
- Explain FIVE differences between M-commerce and E-commerce. (9marks)

### QUESTION FIVE

The digital world has undergone significant transformation since the internet's humble beginnings. The internet has changed a lot, introducing new technologies, business models, and user experiences at each stage of its development.

- Evaluate the characteristics of a qualified LEAD. (5marks)
- Describe the various phases in the evolution of a digital economy, stating their impact on the economy. (10 marks)
- Examine the TCERO model of digital marketing. (10marks)

### QUESTION SIX

EARLY DELIGHTS a manufacturer of Zero-Waste product is seeking to restructure its marketing strategies so as to increase brand awareness, drive sales, and expand its customer base. To achieve this, the company has engaged in digital marketing using both online and offline digital marketing strategies.

- Explain the term direct marketing and outline FIVE of its characteristics. (7marks)
- Using a table, evaluate FOUR differences between online marketing and offline marketing. (8marks)
- As a digital marketing expert, explain to the manager the stages involved in the digital marketing planning process. (10marks)