

GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examination

JUNE 2025

INTERMEDIATE LEVEL

Specialty Name and Acronym	MARKETING (SALESMANSHIP) MKTG
Subject Title	Digital Marketing Practice
Subject Code No.	5070
Paper No.	2

Duration: Two and a Half Hours

INSTRUCTIONS TO CANDIDATES

Answer Any FIVE (5) Questions.

All Questions carry equal marks

Calculators are allowed

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

Turn Over

- 1) Creating an effective digital marketing campaign involves considering using both online and offline interactive channels to meet target consumers.
- Define the term digital marketing. (4 marks)
 - Briefly explain FOUR offline digital marketing techniques. (8 marks)
 - Identify and explain FOUR internet devices. (8 marks)
-
- 2) Cameroon is planning to be a digital economy by 2035. To achieve this, total digitalisation of processes is essential.
- State and explain FOUR characteristics of a digital economy. (6 marks)
 - Outline THREE functions of an Internet Service Provider (ISP) in Cameroon. (6 marks)
 - Briefly discuss FOUR categories of E-commerce. (8 marks)
-
- 3) The increase use of mobile devices by consumers today has provided companies with a steady market in the Mobile phone industry. As an expert,
- Explain what you understand by mobile commerce. (4 marks)
 - Discuss Four areas of mobile marketing application. (8 marks)
 - Give Four characteristics of direct marketing. (8 marks)
-
- 4) PRESSBOOK Buea has launched a dynamic website for their online bookstore, with easy navigation and personalized book suggestions. Management has also incorporated email marketing to enable visitors sign up for updates on new releases and special offers.
- What is email marketing? State an example of any email address of your choice. (5 marks)
 - Propose FIVE techniques the management of Pressbook Buea can use to attract website visitors (5 marks)
 - Identify the various components of the MINESEC DISTANCE –LEARNING URL given as; (4 marks)
-
- List and explain FIVE types of emails. (6 marks)
-
- 5) Nike sport firm integrates direct marketing techniques with video marketing for their fitness equipment store. He uses direct mail to urge customers visit the store while creating captivating product demonstration videos on social media to highlight the advantages of its equipment.
- Define direct marketing. (4 marks)
 - Briefly explain FOUR ways a company can use to generate website leads. (8 marks)
 - Explain FOUR direct marketing techniques the management of Nike can use to promote their business. (8 marks)
-
- 6) SANO SARL, a company in Douala recently created a website to market its products. This new website has been linked to the company's social media platforms. In order to gain more customers, the company follows an effective social media planning process that incorporates strategies that intends to convert more visitors into actual customers.

- (a) Enumerate FOUR advantages this company has as a result of linking their website to the various social media platforms. (6 marks)
- (b) State and explain the stages involved in social media planning process. (8 marks)
- (c) State 4 strategies that can be used by firms to increase the conversion rate of their website. (6 marks)
-
- 7) Digital advertising provides companies with low cost advantage, by enabling them to reach a larger audience at a very low cost relative to traditional advertising.
- (a) Briefly explain FOUR types of online displayed advertising. (8 marks)
- (b) List FOUR major components of WWW. (8 marks)
- (c) Give FOUR factors influencing Ad ranking with PPC. (4 marks)
-