



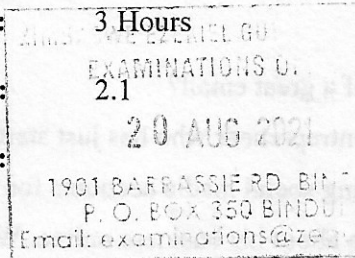
## ZIMBABWE EZEKIEL GUTI UNIVERSITY

### FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

#### DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

#### EXAMINATION PAPER

**COURSE CODE** : CMA211  
**COURSE TITLE** : DIGITAL MARKETING  
**SPECIAL REQUIREMENTS** :  
**DURATION** : 3 Hours  
**LEVEL** : 2.1  
**DATE** :



#### INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

### Question One (1)

- a. Define the following terms
  - i. Digital Marketing. [3]
  - ii. Social Media Marketing [3]
  - iii. Affiliate Marketing [3]
- b. What is a buyer persona? (use an example) [6]
- c. Compare and contrast digital marketing and social media marketing. [10]

### Question Two (2)

- a. Explain with examples how you would use on page SEO methods to optimise a website. [10]
- b. Discuss the risks and opportunities digital marketing. [15]

### Question Three 3

- a. List and explain the three sources of web traffic. [10]
- b. Marketers take advantage of the Internet in various ways to perform the three basic marketing activities - customer acquisition, conversion and retention. List and briefly explain the inputs and actions of digital marketing. [15]

### Question Four (4)

- a. What are the qualities of a great email? [10]
- b. Mr John Mapiye is an entrepreneur who has just started a fashion clothes business. He came to you for advice on opening social media accounts for his business. His main worry is that people may say negative things about his business online. What advice would you give him? [15]

### Question Five (5)

You are asked to develop a Digital Marketing plan for Zimbabwe Ezekiel-Guti University (ZEGU)

Using the SOSTAC framework can you do a Situation Analysis for ZEGU [25]