



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
DURATION	:	3 Hours
LEVEL	:	2.1
DATE	:	24 September 2020(0900-1200)

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. Social Media [3]
 - ii. Search Engine Optimisation [3]
 - iii. Digital Analytics [3]
- b. Can you give the five digital Marketing Channels. [6]
- c. Can you discuss the challenges that a Digital Marketer faces. [10]

Question Two (2)

- a. What is Web 1.0? [5]
- b. What steps do you take in launching and managing an email campaign? [10]
- c. With examples, explain acquisition, behaviour and conversions metrics in web analytics [10]

Question Three (3)

- a. Can you give five (5) on page optimisation techniques? [5]
- b. Discuss the challenges a business may face in using Social Media to a business. [10]
- c. Can you explain the use of Social Media in public relations [10]

Question Four (4)

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

Using the SOSTAC

- a. Can you do customer analysis? [10]
- b. Can you develop a one week Content Calendar for ZEGU. [15]

Question Five (5)

- a. Discuss the duties of a Digital Marketer. [25]

END OF PAPER