



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 : 19 NOV 2019

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. E-Commerce [3]
 - iii. Influencer Marketing [3]
- b. Outline and explain the Customer buyer journey. [6]
- c. Compare and contrast digital marketing and traditional marketing. [10]

Question Two (2)

- a. Web 3.0 is the next step in the evolution of the Internet and Web applications. What are the four characteristics of Web 3.0? Briefly explain each. [10]
- b. Give three classifications of websites with examples. [15]

Question Three (3)

- a. What is meant by traffic measures, audience measures and campaign measures? [5]
- b. Explain one key metric for each of these measures in your answer in (a) [5]
- c. Explain three (3) areas where key word optimisation can be done. [5]
- d. How Should Companies Measure Their Social Media Marketing Success? [10]

Question Four (4)

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

Using the SOSTAC

- a. Develop three (3) digital marketing objectives for ZEGU [5]
- b. Develop three (3) strategies to achieve the objectives [10]
- c. What tactics can you use to for the strategies you came up with in (b). [10]

Question Five (5)

- a. Outline the challenges that a digital marketer faces in this age. [10]
- b. Discuss the value of content and context in Digital Marketing Content Creation [15]