



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / ODEL PROGRAMME

CMK 413: INTERNET MARKETING

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) You have been asked to make a presentation on digital marketing to CUEA. Using the 5S's of Internet marketing as a guide, explain how CUEA can benefit from digital marketing? **[10 marks]**
- b) Identify 3 categories of e-communications tools or media channels and explain how they work to reach, engage and convert an audience. **[5 marks]**
- c) Explain briefly the SOSTAC planning framework applied to digital marketing strategy development. **[10 marks]**
- d) Make brief notes on: **[5 marks]**
- i) Sitemap
 - ii) Landing pages
 - iii) Content management systems
 - iv) Inbound marketing
 - v) Search engine optimization
- Q2. Prepare a digital marketing plan for CUEA to increase the number of new undergraduate students to 1,000 for the next academic year beginning August 2019. (Limit yourself to 3 digital media channels.) **[20 marks]**
- Q3. a) Describe 5 unique characteristics of digital media in contrast to traditional media. **[10 marks]**

b) Explain how you can develop a social media communications strategy using POST which is a simplified version of the SOSTAC framework. **[10 marks]**

Q4. a) Describe the different stages needed to create an effective website and deliver good online customer experience. **[10 marks]**

b) What is e-mail marketing? What are its advantages and disadvantages? **[10 marks]**

END