



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Fax: 254-20-891084
E-mail: academics@cuea.edu

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR/ODEL PROGRAMME

CMK 413: INTERNET MARKETING

Date: DECEMBER 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

Q1. a) As the new Digital Marketing Manager of Digi-Mart, a new online selling platform in Kenya, you have been asked to make a presentation on digital/internet marketing to the management board. Use the Internet Marketing guide.

members of the Paradigm as a

(10 marks)

b) Describe any TWO customer acquisition tools/techniques. Include an explanation on which context the tools would be most appropriate.

(5 marks)

c) Everybody is talking about social media marketing as a great marketing tool. Why is this? In your answer, highlight what it consists of, why it is important and how the tools are used.

(10marks)

d) Make brief notes on:

(5 marks)

- i. Value proposition
- ii. Landing pages
- iii. Meta tags
- iv. Hypertext Markup Language (HTML)

v. Search engine optimization

Q2. A private university has hired you to prepare a digital marketing strategy to increase the number of new undergraduate students to 1,000 for the next academic year beginning August 2020. Prepare a plan. (Limit yourself to 3 digital media channels.)

(20 marks)

Q3. a) True or False: Email marketing and search engine marketing are basically the same thing. Discuss your reasoning.

(10 marks)

b) The term “metrics” is commonly used by Internet marketers. Explain your understanding of the meaning of the term.

(10marks)

Q4. a) What are the steps involved in developing a website? What should be the marketer’s role in each step?

(10 marks)

b) List five (5) strategic drivers of mobile marketing and state why each is important?

(10 marks)

END