



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**DIPLOMA IN GRAPHIC DESIGN**

**HGD 2214: WEB DESIGN AND ONLINE MARKETING**

**END OF SEMESTER EXAMINATION**

**SERIES: AUGUST2019**

**TIME: 2HOURS**

**DATE:** Pick Date Aug2019

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **Question ONE (Compulsory)**

Define the following terms as used in online marketing:

i) Cost Per Acquisition (CPA) (2 marks)

ii) Conversion (2 marks)

iii) Click Through Rate (CTR) (2 marks)

iv) Campaign (2 marks)

v) Breadcrumbs Navigation (2 marks)

b) Describe FOUR differences between traditional and online marketing (8 marks)

c) Mention THREE factors to consider when developing an SEO Friendly Website. (6 marks)

d) Explain any TWO popular **organic** and **non-organic** search marketing. (6 marks)

## **Question TWO**

Discuss main aspects to consider when designing a web page. (20marks)

## **Question THREE**

Explain in detail the general steps taken to set up an E-Mail marketing campaign. (20 marks)

## **Question FOUR**

Discuss methods and strategies of managing online reputation. (20 marks)

## **Question FIVE**

Differentiate two popular methods **organic** and **non-organic** search marketing. (20 marks)