



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
BBT 4302: DIGITAL MARKETING
END OF SEMESTER EXAMINATION
SERIES: DECEMBER

TIME: 2 HOURS

DATE: Dec 2024

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.

Question ONE

- a). As a newly hired digital manager expert explain to your employer four objectives of social media marketing (8 marks)
- b). A well-designed and user-friendly website is essential for any business. Elucidate five advantages of a user friendly website (10 marks).
- c). Discuss four key differences between traditional and digital marketing (8 marks)
- d). As a B2B software company that wants to increase sales by targeting IT managers in small businesses, Outline two content strategies that would sell. (4 marks)

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Question TWO

- a). Describe six key steps to developing a successful digital marketing strategy: (12 marks)
- b). The importance of e-commerce marketing cannot be overstated, especially in today's digital age where more and more consumers are turning to online channels to make purchases. Justify. (8 marks)

Question THREE

- a). Discuss five common search engine marketing strategies (10 marks)
- b). Explain five key principles of content marketing (10 marks)

Question FOUR

- a). Elucidate five key components of an effective email marketing campaign (10 marks)
- b). Outline Five main types of mobile marketing used by marketers (10 marks)

Question FIVE

- a). Traffic metrics avail important data to digital marketers. Describe five key traffic metrics showing the information they give. (10 marks)
- b). Reporting and analysis are critical components of any digital marketing campaign Explain five reporting and analysis techniques that marketers can use to optimize their digital marketing efforts. (10 marks)

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