

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 05 Total Marks :70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 4000 LEVEL FIRST SEMESTER END EXAMINATION – AUGUST / SEP. 2022	<i>Three Hours</i>
MKT 4151 – Digital Marketing (Old Syllabus)		Academic Year 2021/2022
Instructions ➔ Answer all the questions		

01.

- a. Digital Marketing discusses three main online media types that marketers need to think about in order to reach and influence potential customers online. Describe the three key online media types.

(06 Marks)

- b. McDonald and Wilson (1999) described the “6 I’s of the e-marketing mix” to compare new and conventional media. Explain the characteristics of digital media using the 6 I’s framework.

(08 Marks)

(Total Marks 14)

02.

- a. “Failure to plan how to manage digital channels might cause a number of issues”. Discuss what will happen when there is no clear planning or control for e-marketing.

(06 Marks)

- b. The 5S of digital marketing is a basic framework that explains the benefits of digital marketing. Explain the 5S framework.

(08 Marks)

(Total Marks 14)

03.

- a. "Having a pricing target alone is insufficient. Before choosing prices, a business must consider a multitude of other aspects". Briefly explain three factors that assist in pricing.
- b. The internet has altered how companies develop pricing strategies. One of the most significant effects of online pricing is the downward pressure on prices. Describe the reasons for downward pressure on price.

(06 Marks)

(08 Marks)

(Total Marks 14)

04.

- a. E-CRM systems allow companies to maintain customer relationships via the internet, social media, and other electronic channels and it has gained worldwide popularity due to the benefits it provides. List down four main benefits of E-CRM.
- b. IDIC approach provides a framework for customer relationship management and web-based relationship formation and maintenance. It assists in evaluating consumer expectations and their value to the organization. Briefly explain the elements of the IDIC framework.

(06 Marks)

(08 Marks)

(Total Marks 14)

05.

- a. "Search Engine Optimization (SEO) is the process of boosting the quality and quantity of visitors to a website or web page from search engines". List down three advantages and three disadvantages of Search Engine Optimization (SEO).
- b. "Opt-in email marketing is the process of distributing marketing to a list of prospects who have expressly requested to receive company content via email". Explain the opt-in e-mail options for prospect conversion and retention.

(06 Marks)

(08 Marks)

(Total Marks 14)
