



**UNIVERSITY OF RUHUNA**  
**FACULTY OF MANAGEMENT AND FINANCE**

No. of Pages : 02  
No. of Questions: 05  
Total Marks : 70

103

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL SECOND SEMESTER END EXAMINATION - FEB/MAR 2023

*Three Hours*

**MKT 32513 - Digital Marketing**

Academic Year 2021/2022

**Instructions**

- ➔ The question paper contains 05 questions.
- ➔ Answer all questions.

01. 1. Discuss the differences between digital marketing communications and conventional marketing communications using a relevant model, framework, or theory.

(08 Marks)

2. "All online media are considered to be owned media." Do you agree with this statement? Justify your answer using relevant examples.

(06 Marks)

**(Total Marks 14)**

02. 1. Describe the concept of "increased price transparency and price elasticity of demand" in online firms using examples.

(08 Marks)

2. Briefly explain three (03) types of online publisher revenue models with examples.

(06 Marks)

**(Total Marks 14)**

03. 1. ABC Company is a high-end clothing store in Sri Lanka, which has been conducting an e-mail marketing campaign for several years. Although the company sends several e-mails to the customers, the response rate is very low. Assuming you were recruited as the digital marketing consultant at ABC, explain how you would increase the response rate.

(08 Marks)

2. Assume that you are the digital marketing manager of a newly established company and advise the top management about selecting 'paid search advertising' over 'search engine optimization'.

(06 Marks)

**(Total Marks 14)**

04. 1. Explain four (04) main development tasks of a website project in the industry.

(8 Marks)

2. Briefly explain three (03) potential reasons for causing 'attrition' on an e-commerce site.

(6 Marks)

**(Total Marks 14)**

05. 1. Discuss any four (04) macro-environmental forces that influence e-marketing planning.

(8 Marks)

2. Briefly explain three (03) barriers to the improvement of a performance management system in an organization.

(6 Marks)

**(Total Marks 14)**

\*\*\*\*\*