



080

UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 4000 Level

Semester I End Examination (February/March 2021)

Academic Year 2019/2020

MKT 4151 – Digital Marketing

Duration: Three hours

The question paper contains five (05) questions.

Answer all questions.

01. I. Briefly explain four (04) different applications of digital marketing which can help achieve business objectives.

(06 Marks)

II. Explain how digital media can be used to support different stages in the consumer buying process.

(08 Marks)

(Total Marks 14)

02. I. Discuss the concept of ‘*permission marketing*’ in the online context. Use examples to validate your answer.

(06 Marks)

II. Discuss the implications of the digital media and technology for product element in the marketing mix for an industry of your choice.

(08 marks)

(Total Marks 14)

03. I. Pick an online business of your choice and explain how it can use the Internet to support market and product positioning strategies.

(06 Marks)

II. Assuming you started a job as the e-commerce manager for a newly established bank, discuss the approaches you would recommend to reduce the security risks associated with online operations.

(08 Marks)

(Total Marks 14)

04. I. Explain the merits of online display advertising for a newly established business.

(06 Marks)

II. Discuss the factors that determine the position of a company's listings in natural/organic search.

(08 Marks)

(Total Marks 14)

05. I. Explain the concept '*trendjacking/newsjacking*' in a social media context, using examples.

(06 Marks)

II. Critically evaluate the use of online affiliate marketing for a well-known retailer.

(08 Marks)

(Total Marks 14)
