



065

UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 3000 Level

Second Semester End Examination - March 2022

Academic Year 2020/2021

MKT 32513 – Digital Marketing

Duration: Three hours

The question paper contains five (05) questions.

Answer all questions.

01. I. Using examples, briefly explain three (03) types of online publisher revenue models.

(06 Marks)

II. "Failure to plan how to manage digital channels can lead to a number of problems".

Discuss.

(08 Marks)

(Total Marks 14)

02. I. Distinguish between personalization and mass customization.

(06 Marks)

II. "For online firms, there is a downward pressure on price". Discuss the validity of this statement with examples.

(08 marks)

(Total Marks 14)

03. I. Explain the term '*permission marketing*' in the online context, with an example.

(06 Marks)

II. "On-page optimization is more rewarding than off-page optimization". Discuss the validity of this statement.

(08 Marks)

(Total Marks 14)

04. I. Briefly explain the following website volume measures used by online marketers.

- a) Pages per visit (PPV)
- b) Ad impressions
- c) Ad clicks

(06 Marks)

II. Explain two macro-environmental forces that can have implications for e-marketing planning.

(08 Marks)

(Total Marks 14)

05. I. Briefly explain three potential reasons for causing attrition on an e-commerce site.

(06 Marks)

II. Using online customer experience pyramid, explain how marketers can create effective online customer experiences.

(08 Marks)

(Total Marks 14)
