



059

UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 3000 Level

Semester II End Examination (April 2021)

Academic Year 2019/2020

MKT 32513 – Digital Marketing

Duration: Three hours

The question paper contains five (05) questions.

Answer all questions.

01. I. Briefly explain four (04) different types of online publisher revenue models with examples.

(06 Marks)

II. “All digital media channels are considered to be paid media”. Discuss the validity of this statement by giving examples to justify your answer.

(08 Marks)

(Total Marks 14)

02. I. Describe the concept of ‘*personalization*’ in the digital marketing environment, with examples.

(06 Marks)

II. “Pricing online is relatively inelastic”. To what extent do you agree with this statement? Discuss.

(08 marks)

(Total Marks 14)

03. I. Briefly explain the strengths and weaknesses of using paid search advertising for a newly established business.

(06 Marks)

II. Zeta is a high-end restaurant in Sri Lanka, which has been using a Facebook brand page (FBP) for several years as a part of their social media marketing strategy. Although the number of subscribers continues to grow, there has been a decline in the average engagement rate. The findings of a recent study conducted by Zeta revealed that their FBP had not been meeting customer motivations to engage in the FBP. Assuming you were recruited as the FBP manager at Zeta, explain how you would increase the engagement rate.

(08 Marks)

(Total Marks 14)

04. I. Briefly explain three (03) opt-in e-mail options for customer acquisition.

(06 Marks)

II. Assuming you were appointed as the e-commerce manager of a newly established restaurant, discuss types of online PR activities/techniques you would recommend to improve the results of the overall PR campaign.

(08 Marks)

(Total Marks 14)

05. I. Explain two advantages of agile methodology compared to waterfall methodology in developing an e-commerce site.

(06 Marks)

II. Discuss four (04) potential reasons for causing attrition on an e-commerce site.

(08 Marks)

(Total Marks 14)
