



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING - HONORS	
QUALIFICATION CODE: 08MARH	LEVEL: 8
COURSE CODE: MAA812S	COURSE NAME: MARKETING ANALYTICS
SESSION: DECEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	PROF. MAXWELL CHUFAMA (FT, PT, DI)
MODERATOR:	DR. EVANS SIMATAA

INSTRUCTIONS

1. This question paper has **FIVE (5)** questions.
2. Answer **ANY FOUR (4)** questions.
3. Always start a question on a new page.
4. Each question carries **TWENTY-FIVE (25)** marks.
5. Marks for each question are indicated at the end of each question.
6. Read all the questions carefully before answering.
7. Write precisely, clearly and neatly.
8. Number the answers clearly.

THIS SECOND OPPORTUNITY PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1 (25 marks)

Marketing analytics thrives on metrics and measurements of various marketing initiatives and strategies' performances. Discuss any traditional and customer based marketing metrics.

Question 2 (25 marks)

Discuss the unique tools of the Google eCommerce Tracking on Google analytics that enables firms to track transactions on the online web store

Question 3 (25 marks)

Using the acquisition overview or channel report, identify and explain strategies a firm can use on channels that are bringing traffic or visitors to the website

Questions 4 (25 marks)

Today customers are impatient with web speed; using site speed metrics discuss how google analytics/ metrics aid you in making decision on optimising website speed.

Question 5 (25 marks)

Using practical examples, discuss the following strategies and analyse circumstances under which firms can effectively implement the strategy

- a) steal-share strategy (5 marks)
- b) market growth strategy (5 marks)
- c) market innovation strategy (5 marks)
- d) good-better-best strategy (5 marks)
- e) market growth strategy for superior products (5marks)

END OF SECOND OPPORTUNITY EXAMINATION PAPER