



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION
DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

QUALIFICATION : BACHELOR OF MARKETING HONOURS	
QUALIFICATION CODE: 08HMAR	LEVEL: 8
COURSE CODE: SDM812S	COURSE NAME: STRATEGIC DIGITAL MARKETING
SESSION: JANUARY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mr. S Tjitamunisa
MODERATOR:	Dr Evans Simataa

INSTRUCTIONS
1. Write clearly and be tidy 2. Answer all the questions

THIS QUESTION PAPER CONSISTS OF 3 PAGES (including this front page)

SECTION A

Question 1 Recognize any 5 elements of the digital marketing toolbox. Marks)	(5
Question 2 In your own words express content marketing. Marks)	(5
Question 3 Provide any 5 methods of capturing customer feedback.	(5 Marks)
Question 4 Data integration is the process of combining data from different sources into a single, unified view. Debate the benefits of data integration in business.	(20 Marks)

SECTION B

Question 1

Illuminate disadvantages that are involved in multichannel marketing.

(20 Marks)

Question 2

Discuss at least three key factors of content marketing.

(15Marks)

Question 3

Describe any digital marketing activities that encourage customer acquisition.

(15Marks)

Question 4

Illustrate how digital marketing in comparison with traditional method support the Marketing function.
(15 Marks)

TOTAL MARKS: 100

END