



**PAMIBIA 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: NOVEMBER 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST 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 4 PAGES (including this front page)

SECTION A

Question 1

Express the following terms in your own words:

1.1 Creativity (5 marks)

1.2 Disruptive Innovation (5 marks)

Question 2

Change within an organization can happen at an amazingly increasing speed or at a slow pace. Given your knowledge of what is happening within the Digital World, clarify the following types of innovation giving practical and relevant examples.

2.1 Radical Innovation (5 marks)

2.2 Incremental Innovation (5 marks)

Question 3

Briefly outline any two (2) challenges to digital marketing innovation. (10 marks)

SECTION B

SECTION B: CASE STUDY

Read the following Case Study and answer ALL the questions that follow.

Amazon's growth and business model evolution

In 2019, Amazon's total annual revenue stood at \$280.5 billion, and it is expected to grow again in 2020, some estimates predict to \$334.7 billion. So how do they keep doing it?

Amazon performs exceptionally efficiently measured against revenue per visitor, which is one of the key measures for any commercial website, whether it is a media site, search engine, social network or a transactional retailer or offers travel or financial services. Of course, profit per user would be quite different due to the significantly lower costs of other .coms like Facebook and Google.

We can also learn from their approach to digital marketing since they use digital marketing efficiently across all customer communications touchpoints in our RACE marketing planning framework:

- **Reach:** Amazon's initial business growth based on detailed approach to SEO and AdWords targeting millions of keywords.
- **Act:** Creating clear and simple experiences through testing and learning.
- **Convert:** Using personalization to make relevant recommendations and a clear checkout process that many now imitate.
- **Engage:** Amazon's customer-centric culture delights customers and keeps them coming back for more.

Their focus on customer experience, "Customer Obsession" as they call it is shown by the way they consistently outperform other retailers in their ACSI customer satisfying rating too. We have our own internal experimentation platform called "Weblab" that is to evaluate improvements.

Question 1

Given the information from the Case Study, define digital marketing in your own words. **(5 marks)**

Question 2

From the Case Study and from your own experience, explain the objectives of Digital Marketing. **(20 marks)**

Question 3

Explain Amazon's approach to Digital Marketing efficiencies. **(15 marks)**

Question 4

Giving practical examples, briefly explain any four (4) challenges to Digital marketing Innovation which Amazon had to overcome to be where they are today.

(20 marks)

Question 5

Using **PESTEL** as an environmental scanning tool, explain how this impact on innovation. **(10 marks)**

Total Marks: 100

TOTAL MARKS (100)