NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISITICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING - HONORS	
QUALIFICATION CODE: 08MARH	**LEVEL:** 8
COURSE CODE: MAA812S	**COURSE NAME:** MARKETING ANALYTICS
SESSION: JANUARY 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
Marketing analytics thrives on metrics and measurements of various marketing initiatives and strategies' performances. Discuss any traditional and customer based marketing metrics.

(25 marks)

Question 2
Discuss the unique tools of the Google eCommerce Tracking on Google analytics that enables firms to track transactions on the online web store   (25 marks)

Question 3
Deliberate on the behavior report and its metrics in google analytics, discoursing on strategies that can improve user engagement or behavior on your site.   (25 marks)

Questions 4
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.   (25 marks)

Question 5
Customers are increasingly becoming more important, especially with the Customer Life Time Value aspects. Describe factors that can be used to evaluate customer profitability.   (25 marks)

END OF SECOND OPPORTUNITY EXAMINATION PAPER