



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: 08MAR	LEVEL: NQF LEVEL 8
COURSE CODE: SDM812S	COURSE NAME: STRATEGIC DIGITAL MARKETING
SESSION: NOVEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

<u>1st OPPORTUNITY EXAMINATION QUESTION PAPER</u>	
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INSTRUCTIONS
READ THE INSTRUCTIONS CAREFULLY <ol style="list-style-type: none">1. Answer ALL questions on your ANSWER SHEET.2. Read all the questions carefully before answering3. This paper consists of 5 questions4. Write your Name, Student Number, Lecturer's name, and Mode of study on your answer sheet.

THIS QUESTION PAPER CONSISTS OF 6 PAGES (Including this front page)

ALL THE BEST!

MULTIPLE CHOICE QUESTIONS

(1 X 20 = 20 Marks)

Answer **ALL** the questions in the examination book provided. Each question has only **ONE** correct answer. Two marks shall be awarded for each correct answer

QUESTION 1

1.1 Which of the following is not classified as a digital marketing tool?

- a) Websites
- b) Mobile apps
- c) Newspapers
- d) Social media sites

1.2 Which of the elements of the SOSTAC asks the question, "Where do we want to be?"

- a) Situation
- b) Objectives
- c) Strategy
- d) Tactics

1.3 What is the typical sequence of an online marketplace map?

- a) Destination sites, customers, search intermediaries and intermediaries and media sites.
- b) Intermediaries and media sites, customers, search intermediaries and destination sites.
- c) Customers, search intermediaries, intermediaries and media sites, and destination sites.
- d) Customers, search intermediaries, intermediaries and media sites, and destination sites.

1.4 _____ reinforces core brand values and summarises what a customer can get from the marketer that they cannot get elsewhere.

- a) Online Value Position
- b) The company's Marketing Mix
- c) Segmentation
- d) Digital partnerships

1.5 Which of the following is NOT one of the 8 building blocks of Customer Relationship Management (CRM) as defined by Gartner?

- a) Customer Segmentation
- b) Customer Experience
- c) CRM Technology
- d) Brand Loyalty

1.6 Which social media platform is primarily known for professional networking and career development?

- a) Instagram
- b) LinkedIn
- c) Snapchat
- d) TikTok

1.7 _____ refers to the graphics, colour, style and layout of a website.

- a) Aesthetics
- b) Personalisation
- c) Online value proposition
- d) Function

1.8 _____ media refers to media where there is an investment to pay for visitors, reach or conversions through search, display ads or affiliate marketing.

- a) Direct
- b) Free
- c) Earned
- d) Paid

1.9 Which law refers to any large collection of items ordered by size or popularity and describes how the frequency or popularity of items declines in a regular way?

- a) Nielsen's law
- b) Zook's law
- c) Maslow's law
- d) Zipf's law

1.10 eBay, Peer-to-peer, and product recommendations are a part of which interaction in digital marketing?

- a) Consumer to consumer (C2C)
- b) Business-to-consumer (B2C)
- c) Consumer-to-business (C2B)
- d) Business-to-business (B2B)

TRUE / FALSE QUESTIONS

(1 x 21 = 21 Marks)

Answer the following **TRUE** or **FALSE** questions. 1 mark shall be awarded for each correct answer.

QUESTION 2

2.1 Digital marketing can be defined as the application of digital media, data and technology integrated with traditional communications to achieve marketing objectives.

2.2 In most cases, traditional marketing is also more costly than digital marketing.

2.3 The Control element of the SOSTAC has to do with identifying tactical tools to implement strategy.

2.4 Personas are fictional profiles that represent a particular target audience.

2.5 Online customers are visually driven, multi-tasking butterflies with shrinking attention spans.

2.6 Providing clear privacy statements and presenting an independent site certification can help alleviate phobias and concerns for online customers.

2.7 Real CRM involves treating all customers the same, no matter their individual needs and characteristics.

2.8 Business-to-employee (B2E) involves processes and applications that help sell to and service customers.

2.9 The 3Ms resources of digital marketing planning are Men, Money, and Minutes.

2.10 In digital marketing planning and management, Tactics refer to short-term and flexible planning, while Strategy refers to long-term and enduring planning.

2.11 On-time delivery is the first step in the Ladder of Loyalty.

2.12 Safety concerns such as security, protection, order and stability are only applicable to traditional marketing.

2.13 E-CRM enables digital marketers to create a multi-channel marketing process of reacting with appropriate messages, either online or offline.

2.14 A potential disadvantage of affiliate marketing is that the cost of acquisition can be controlled well.

2.15 Due to the growth in social media, the use of company websites to access the company information via desktop, smartphone and tablet devices, is now regarded as outdated.

2.16 Permission marketing involves obtaining consent from consumers before sending them promotional messages.

2.17 The SOSTAC model involves six stages: Situation Analysis, Objectives, Search, Tactics, Action, and Control.

2.18 Technological advancements, economic conditions, and cultural shifts are examples of macro-environmental factors influencing digital marketing.

2.19 Legal and regulatory constraints do not play a significant role in shaping the digital marketing environment.

2.20 Website accessibility and inclusive design practices are not critical considerations in web design.

2.21 Search Engine Marketing encompasses paid search advertising, where businesses bid on keywords to have their ads displayed in search engine results.

STRUCTURED QUESTIONS: ANSWER ALL QUESTIONS

[59 Marks]

QUESTION 3

(20 marks)

The '5S' framework, developed by Dave Chaffey, outlines key objectives or benefits that organisations should aim for in their digital marketing strategies. Identify each of the five elements of the 5S framework, explain the specific benefits that each element provides to a business and discuss how these benefits are delivered or achieved in practice.

QUESTION 4

(15 Marks)

Identify the different elements of an organisation's macro-environment and discuss how each force impacts an organisation's digital marketing strategy.

QUESTION 5

(24 marks)

Understanding the stages that buyers go through when making an online purchase enables marketers to create and deliver targeted content at each step of the journey. Identify the stages of the high-involvement online buying process and, using NUST as an example, describe the actions that a marketer can take at each stage to help move the customer through the process.

**** END OF QUESTION PAPER****