



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>2nd OPPORTUNITY EXAMINATION QUESTION PAPER</u>	
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INSTRUCTIONS	
READ THE INSTRUCTIONS CAREFULLY	
<ol style="list-style-type: none">1. Answer <u>ALL</u> 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

(2 X 10 = 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 are characteristics of digital marketing?

- a) Segmentation
- b) Target effort
- c) Social media presence
- d) All of the above

1.2 The _____ consists of players (actors) and their interactions, which influence how an organisation responds in its marketplace.

- a) Micro-environment
- b) Macro-environment
- c) Company environment
- d) Marketplace environment

1.3 _____ is a structured analysis of the online services, capabilities and performance of an organisation within the areas of customer acquisition, conversion, retention and growth.

- a) Competitor benchmarking
- b) Competitor analysis
- c) Competitor review
- d) Competitor segmentation

1.4 Which of the following models is a customer information processing model?

- a) Attribution model
- b) Intermediary model
- c) Online revenue model
- d) ALEA model

1.5 Which of the following is a primary benefit of using social media for businesses?

- a) Reducing manufacturing costs
- b) Enhancing customer engagement
- c) Increasing office space
- d) Improving shipping logistics

1.6 According to Eisenberg (2006), Methodological buyers are _____.

- a) fast and logical
- b) slow and emotional
- c) slow and logical
- d) fast and emotional

1.7 _____ involves using extranet to buy raw materials and/or services from carefully selected suppliers.

- a) In-side digital business
- b) Outside digital business
- c) Buy-side digital business
- d) Sell-side digital business

1.8 Which category does Facebook fall within?

- a) Social network
- b) Transactional
- c) Brand-building
- d) Relationship-building

1.9 The acronym RACE stands for.

- a) Reach, Act, Converge, and Engage
- b) Reach, Act, Convert, and Engage
- c) Random, Act, Conclude, and Entertain
- d) Reach, Act, Convert, and Entertain

1.10 Which of the following players (actors) is not part of the micro-environment?

- a) Suppliers
- b) Competitors
- c) Publics
- d) Customers

TRUE / FALSE QUESTIONS

(1 x 18 = 18 Marks)

Answer the following **TRUE** or **FALSE** questions. One mark shall be allocated for the correct answer.

QUESTION 2

2.1 One of the advantages of digital marketing is that it is well-targeted, conversion-oriented and quantifiable.

2.2 The medium of communication in traditional marketing is generally phone calls, emails, and letters.

2.3 Digital marketing is effective for reaching local audiences only.

2.4 The SOSTAC planning framework consists of sell, serve, sizzle, summarise and situation.

2.5 Digital marketing involves collaboration between different parties that can be characterised by four main interactions: B2C, B2B, C2B, and C2C.

2.6 Profiling can help you identify the most profitable customers and what their characteristics are.

2.7 Paths to Purchase refers to the exchanges of information and commercial transactions between consumers, businesses and governments completed through different forms of online presence such as search engines, social networks, comparison sites and destination sites.

2.8 Social media networks give access to personalised recommendations in real time, based on individual personal experiences, which can be highly influential (both positive and negative depending on the nature of the recommendations).

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

2.10 Recommendations from other customers through user-generated content do not have significant impact on conversion rates.

2.11 Customer reviews and testimonial emails encourage feedback about your brand.

2.12 Transactional e-commerce sites provide an experience to support branding campaigns. F

2.13 Search marketing is when a prospect uses a search engine to search for a company or brand name or a specific category or product.

2.14 Group characterisation uses patterns of customers' own behaviour to deliver specific content that follows their patterns of contact.

2.15 Digital marketing intermediaries are firms that can help a company to promote, sell and distribute its products or services, for example, publisher or media sites, comparison sites, search engines, social networks and blogs.

2.16 The intranet provides exclusive use to strategic intermediary partners such as distributors, and also to key accounts or registered customers.

2.17 Social CRM can be used to enhance the customer experience and add value to a brand.

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

STRUCTURED QUESTIONS: ANSWER ALL QUESTIONS

[62 Marks]

QUESTION 3

(28 marks)

The internet has influenced the application of the 7 Ps of marketing. Discuss how each element of the marketing mix has been adapted or transformed into the digital environment.

QUESTION 4

(16 Marks)

Identify the eight (8) building blocks of Customer Relationship Management (CRM) and discuss the role each block plays in the overall success of a company's CRM programme.

QUESTION 5**(18 marks)**

The SOSTAC framework is a structured planning model used primarily in marketing and business strategy. It helps organisations plan, implement, and systematically review their strategies. Identify and describe each element of the SOSTAC framework. You may use examples to support your answer and show your understanding.

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

Chitwan