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

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	PROF. MAXWELL CHUFAMA (FT, PT)
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 FIRST OPPORTUNITY EXAM PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1 (25 marks)
You are a 21st century marketer requested to present a paper on the topic 'The new realities and characteristics of Marketing Decision Making through Marketing Analytics'

Question 2 (25 marks)
Conduct a product analysis on any product of your choice using any dimension(s) demonstrating how companies make decisions on product design specifications.

Question 3 (25 marks)
Using the acquisition overview or channel report, identify and explain strategies a firm can use on channels that are bringing traffic or visitors to the website

Question 4 (25 marks)
Customers are increasingly becoming more important especially the Customer Life Time Value aspect. Describe factors that can be used to evaluate or assess customer profitability.

Question 5 (25 marks)
Discuss the unique tools of the Google eCommerce Tracking on Google analytics that enables firms to track transactions on the online website or web store.

END OF FIRST OPPORTUNITY EXAMINATION QUESTION PAPER