**CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD**

Technical and Vocational Education Examination

**7070 DIGITAL MARKETING 2**

 **JUNE XXXX ADVANCED LEVEL**

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| Specialty Name (Specialty Code)  | **MARKETING****(ACC)** |
| Subject Title | **DIGITAL MARTETING PRACTICE** |
| Paper No. | **2**  |
| Subject Code No. | **7070** |

**Three hours**

**INSTRUCTIONS TO CANDIDATES**

***You are reminded of the necessity for good English and orderly presentation in your answers.***

***You are advised to read carefully through the question paper, before you begin your answers.***

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1. From a research conducted by the marketing department of “LONG RICH” a skin solution firm based in Ireland, observed that a great proportion of people all over the world spend most of their time online either researching for products, watching videos or reaching interesting content. “To generate more lead, we need to meet these people Online” concluded the marketing manager.

(a) Identify 4 reasons why Longrich should market her products through online digital platforms **(6 marks)**

(b) What do you understand by the phrase “digital marketing?”  **(5 marks)**

(c) Propose 3 ways a firm can use to generate lead in digital marketing **(8 marks)**

 (d) If Longrich decides to go digital, identify 4 benefits the company will achieve **(6 marks)**

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## 2. With an internet-Connected Smartphone, customers can locate whatever product they want at relatively low cost and minimal effort. Buying and selling becomes stress free.

## (a) Identify and briefly explain with examples 4 types of E-commerce dealings (10 marks)

## (b) Explain the phrase “M-Commerce” and propose 4 ways customers can use their mobile phones to facilitate business transactions (9 marks)

## (c) Explain 3 advantages of mobile phones as used in shopping by customers (6 marks)

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3. PAUL LAMBERT is a modern fashion designer that specializes in the production and marketing of lady’s gown and hand bags. He intends to customize his marketing materials sent to customers in the form of advertising so as to be effective in his target marketing. He decides to compose and use email list

(a) Describe the terms email list **(5 marks)**

(b) Identify 4 benefits for sending advertising messages to customers through an email list **(8 marks)**

(c) Identify 4 types of email PAUL LAMBERT can send to his customers **(6 marks)**

(d) Explain 3 indicators for a successful digital marketing compaign **(6 marks)**

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4. Having a business social media page is not all that matters but having one that drives traffic into the company’s website is great, remarked BEN GARDNER, the digital marketing expert of Power Machines. GARDNER adviced management to commit resources to optimize the company’s presence on search engines like Google and Firefox.

(a) Describe the phrase “Search Engine Marketing” **(5 marks)**

(b) Identify 4 types of informations that can be found on a business website **(10 marks)**

(c) Describe 2 strategies a firm can adopt to achieve search engine optimization **(4 marks)**

(d) Outline the steps in uploading content on Facebook **(6 marks)**

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5. One of the key benefits of social media to business is that it creates a community from which a company can identify and engage leads.

(a) Explain what you understand by conversion rate. **(5 marks)**

(b) Explain features of social media marketing **(8 marks)**

(c) Identify 4 ways you can measure the effectiveness of your social media marketing **(6 marks)**

(d) Explain 4 factors to be considered when selecting a digital marketing channel to use for a campaign.

 **(6 marks)**

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6. An Economy is considered an emerging one due to the level of digitalization in economic activities.

(a) Describe the term digital economy **(5 marks)**

(b) Explain 4 characteristics of the activities of a digital economy **(8 marks)**

(c) Explain 4 benefits of E-commerce to customers **(8 marks)**

(d) Describe any 2 types of offline digital marketing techniques **(4 marks)**