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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – DECEMBER 2023

Semester: IV

055 OE13/552 OE05 DIGITAL MARKETING

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Define relationship marketing. (2 Marks)
b) Write short notes on the types of Digital marketing. (6 Marks)
c) Company XYZ intends to market a variety of products suitable for a limited range of customer. As a marketing advisor, how would you help them narrow down their decision? (12 Marks)
2. a) What is the importance of a product label? (2 Marks)
b) As a business that produces a variety of goods, give the importance of classifying your products. (6 Marks)
c) What do we call the act of adding new innovative products to an existing brand? And explain the various ways in which this can be done/achieved. (12 Marks)
3. a) What is meant by aggressive pricing? (2 Marks)
b) As an entrepreneur that has just developed a digital product, what strategies would you use to help you come up with the perfect price? (12 Marks)
c) Do you think pricing strategies can be combined in order to formulate the price of a given product? Give reason for your answer. (6 Marks)
4. a) Define channel management. (2 Marks)
b) Denotes the various steps taken in channel management. (12 Marks)
c) Write short notes on the functions of marketing channels. (6 Marks)
5. a) Define mobile marketing. (2 Marks)
b) Explain the needs/benefits of email marketing. (8 Marks)
c) How to Create a Digital Marketing Strategy? (4 Marks)
d) What are the best practices that can be observed in Digital Marketing? (6 Marks)
6. a) Give at least 2 companies that have grown due brand awareness and how? (2 Marks)

- b) Explain the 5 stages of a product life cycle. **(10 Marks)**
- c) Explain the factors to take into consideration when packaging a product. **(8 Marks)**
7. a) What do you understand by digital pricing? **(2 Marks)**
- b) What are the factors to consider when choosing the right digital pricing solution?
(6 Marks)
- c) What are the 6 steps in determining price? **(12 Marks)**