



BACHELOR OF BUSINESS ADMINISTRATION

BBA4331 Digital Marketing

Test Paper

19th April 2023

16:30 to 19:30

TIME ALLOWED: THREE HOURS

(Plus 5 minutes to read through the paper)

INSTRUCTIONS:

1. Section A: Question One in Section A is **compulsory**.
2. Sections B: Answer three questions from this section.
3. This examination paper carries a total of **100 marks**.
4. Candidates must **not turn this page** until the invigilator tells them to do so.

SECTION A: All questions in this section are compulsory and must be answered.

Question One

WASH Zambia LTD is a company that has transformed its business model from a traditional setup to a mobile App based company. Clients order cleaning or washing from the App on their mobile phones, it gets picked up and returned back to them. Business has been booming since the introduction of the mobile App and now the company is thinking of expanding into other areas of Zambia with a view of penetrating international markets. Recently there has been debate about engaging a social media expert to help with a social media and digital strategy for the company.

- a) What are the benefits of mobile Apps for business expansion?

(10 Marks)

- b) Evaluate how incorporating Drone Technology could be used in this business model.

(8 Marks)

- c) If the company has determined that its overheads are 15% of sales revenue calculate their profit if sales revenue is ZMK 65,200

(5 Marks)

- d) Propose tools that they can use to analyze their brand performance, identify influencers and increase their brand visibility.

(17 Marks)

[Total 40 Marks]

SECTION B: Answer Three questions only.

Question Two

- a) What is influencer marketing and how does it benefit businesses?

(10 Marks)

- b) Discuss the importance of using tools such as plannable for content management.

(10 Marks)

[Total 20 Marks]

Question Three

You have been hired by B&G an online electronic storefront to provide definitions from a report by their digital marketing team. The CEO has a presentation to make at the next board meeting and would like you to help simplify a few terms his team has failed to explain. Give a brief explanation and an example of each of the following;

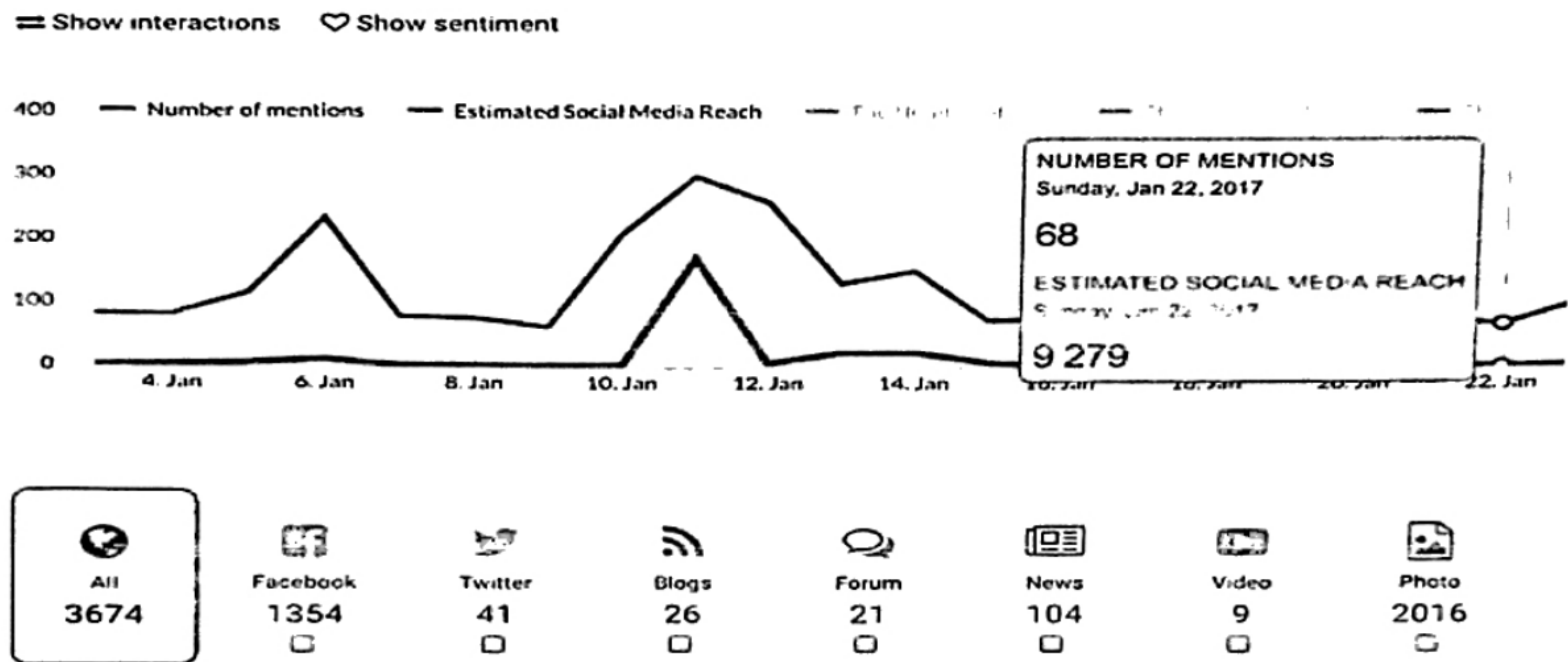
- a) Clickstream data.
- b) SEO.
- c) SEM.
- d) Engagement.

(5 Marks Each)

[Total 20 Marks]

Question Four

A company that deals in event management has used a social media analytical tool to monitor performance across its social media platforms. They have obtained the results in the diagram below and have asked your digital marketing team to provide a report on the performance.



a) Analyze their mentions and reach from 4th January to 14th January, what could be the reason for low and high reach?

(8 Marks)

b) On which platform should they focus their marketing strategies and what would be the reasons?

(8 Marks)

c) What are the likely tools for obtaining such statistics?

(4 Marks)

[Total 20 Marks]

Question Five

a) Explain the difference between Pay per click and SEO.

(10 Marks)

b) Differentiate with examples electronic storefronts and electronic malls.

(10 marks)

[Total 20 Marks]