



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence & Information Systems
DEPARTMENT	Marketing Management
CAMPUS	APB
MODULE NAME	Electronic Marketing
MODULE CODE	MEM44A4
SEMESTER	First
ASSESSMENT	Final Summative Assessment Opportunity June 2019

ASSESSMENT DATE	3 June 2019	SESSION	08:30 - 11:30
ASSESSOR(S)	Mr A Ledikwe		
MODERATOR(S)	Ms M Joubert		
DURATION	3 hours (180 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	4
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
 - Read the questions carefully and answer only what is required.
 - Number your answers clearly and correctly as per the question paper.
 - Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
 - Structure your answers by using appropriate headings and sub-headings.
 - Substantiate your answers with examples that show your understanding of the application of marketing concepts.
 - Question papers **MUST** be returned with the answer book.
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QUESTION 1**[30 MARKS]**

Something New is a small business that offers a wide range of wedding favours and gifts. Their slogan reads: “*Something New for the loving Guest*”. They also offer additional services such as gift-wrapping, printing of name tags and delivery services. *Something New* has only one physical retail store in Illovo, but has an online store as well. You have been approached by the director of *Something New* to design, implement and manage the company’s new website.

- 1.1 Outline the **FIVE (5)** stumbling blocks of e-commerce that are of a concern to a company like *Something New* in South Africa, where e-commerce is still in its infancy (5 marks). [5]
- 1.2 Discuss **ANY FIVE (5)** advantages that make the web a powerful business tool (10 marks). Provide a practical example of each advantage for a business like *Something New* to motivate your discussion (5 marks). [15]
- 1.3 Explain the **FIVE (5)** mindsets that the users of *Something New* will likely encounter when visiting the website (5 marks). Provide a practical example of each of the mindsets to support your explanation (5 marks). [10]

QUESTION 2**[25 MARKS]**

The Winding Pine is one of the largest furniture company manufacturers in the world, with major operations in South Africa. *The Winding Pine* is well-known for their custom made and personalised wooden furniture, ranging from coffee tables, to bed frames and television/display units. The Winding Pine has three show rooms in South Africa, but has recently added their services to their website and offers the opportunity for customers to customise and order their furniture online, in the comfort of their own home. This allows customers easy access to product and service information.

- 2.1 Describe what is meant by affiliate marketing (1 mark). Provide the **FOUR (4)** detailed examples of the advantages that encourage *The Winding Pine* to adopt affiliate marketing (4 marks). [5]

- 2.2 Viral marketing can be defined as the electronic version of the concept of word of mouth because it encourages individuals to pass on the company's marketing messages to others. Explain **ANY FIVE (5)** elements of viral marketing (5 marks). Design a practical viral marketing campaign for *The Winding Pine* that incorporates each element of viral marketing to support your explanation (5 marks). [10]
- 2.3 Explain **ANY FIVE (5)** reasons that motivate *The Winding Pine* to adopt Google Analytics to effectively manage their website (5 marks). Provide a practical example relating to each reason to support your explanation (5 marks). [10]

QUESTION 3

[25 MARKS]

Assume you have taken up a new role as the online sales director of a small pet-grooming business named *Woof-Woof*. The business' offerings include grooming, dog walks, kennel service for travelling owners and sells pet food, pet medication and other accessories such as name tags, collars and leashes.

- 3.1 Explain **ANY FIVE (5)** reasons for *Woof-Woof* to integrate the use of cell phone marketing into their marketing activities (5 marks). Provide an example relating to *Woof-Woof* for each reason to support your explanation (5 marks). [10]
- 3.2 Discuss **ANY FIVE (5)** elements of mobile marketing (10 marks). Create a practical mobile marketing strategy for *Woof-Woof* that incorporates each element of mobile marketing (5 marks). [15]

QUESTION 4

[20 MARKS]

The Winding Pine is one of the largest furniture company manufacturers in the world, with major operations in South Africa. *The Winding Pine* is well-known for their custom made and personalised wooden furniture, ranging from coffee tables, to bed frames and television/display units. The Winding Pine has three show rooms in South Africa, but has recently added their services to their website and offers the opportunity for customers to customise and order their furniture online, in the comfort of their own home. This allows customers easy access to product and service information.

- 4.1 Define the term search engine optimisation (SEO) (2 marks). [2]
- 4.2 Describe the **FIVE (5)** common subversive tactics that some web designers use to manipulate the rankings of search engines to try to reach the top of the results page (5 marks). [5]
- 4.3 Outline the **THREE (3)** disadvantages associated with the use of search engine optimisation (3 marks). [3]
- 4.4 Explain the **THREE (3)** functions of branding (3 marks). Provide an example of how each function can help a company like *The Winding Pine* (3 marks). [6]
- 4.5 Outline **ANY FOUR (4)** advantages that branding could offer *The Winding Pine* (4 marks). [4]

END OF THE EXAMINATION