



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	Supplementary Summative Assessment Opportunity June 2019

ASSESSMENT DATE		SESSION	
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**[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.

- 1.1 Outline **ANY FIVE (5)** advantages that make the website of *The Winding Pine* to be a powerful business tool (5 marks). [5]
- 1.2 Describe **ANY FIVE (5)** dimensions that *The Winding Pine* can use to evaluate the performance of their website (5 marks). Provide a practical example of each dimension to support your description (5 marks). [10]
- 1.3 Explain **ANY FIVE (5)** criteria for assessing the impact the marketing impact of websites (5 marks). Provide an example relating to *The Winding Pine* for each criterion to motivate your explanation (5 marks). [10]

QUESTION 2**[25 MARKS]**

Assume that you are the e-marketing manager for the *MoFaya* brand of energy drinks. The company has decided to implement a social media campaign to boost product awareness and sales.

- 2.1 Explain **ANY FIVE (5)** opportunities that social media presents to a business like *MoFaya* (5 marks). [5]
- 2.2 Describe **ANY FIVE (5)** challenges that are faced by a business such as *MoFaya* when implementing a social media campaign (5 marks). [5]

- 2.3 Discuss **ANY FIVE (5)** elements that companies are recommended to consider when using YouTube (10 marks). Design a practical social media campaign for *MoFaya* that includes each of the elements that companies are recommended to consider when using YouTube (5 marks). [15]

QUESTION 3

[25 MARKS]

Assume that you are responsible for the online marketing activities for *Woolworths*. The company introduced a new line of fashion accessories sold to young female adults 12 months ago and have tasked you with evaluating the success of the online marketing campaign.

- 3.1 Explain **ANY FIVE (5)** primary sources of data that can be used by Woolworths to measure the campaign's return on investment (5 marks). Provide a practical example of each source to support your explanation (5 marks). [10]
- 3.2 Describe the **FOUR (4)** methods that *Woolworths* can use to measure the success of their email marketing campaign (4 marks). Provide a practical example of each method to support your discussion (4 marks). [8]
- 3.3 Outline **ANY SEVEN (7)** reasons that make Google Analytics a powerful metric for evaluating the success of e-marketing strategies (7 marks). [7]

QUESTION 4

[25 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.

- 4.1 Provide a detailed discussion on the value of portals to a company like *Something New* (4 marks). Provide a practical example to support your discussion (1 mark). [5]

- 4.2 Explain **ANY FIVE (5)** possible reasons that could have motivated *Something New* to offer online shopping to their customers (5 marks). Provide a practical example to support your explanation (5 marks). [10]
- 4.3 Describe **ANY FIVE (5)** customer service tactics that *Something New* can use to increase customer satisfaction (5 marks). [5]
- 4.4 Explain the **FIVE (5)** marketing tools that *Something New* can use to promote the online shop (5 marks). [5]

END OF THE EXAMINATION