

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	April 2021
Programme	:	Diploma In Business (DIB) Diploma In Marketing (DMKT)
Course	:	MKT2135: Digital Marketing
Date of Examination	:	
Time Start	:	July 31, 2021 (Saturday) @ 12.00pm
Time	:	August 1, 2021 (Sunday) @ 12.00pm
Duration	:	24 hours
Special Instructions	:	
Answer ALL questions.		

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted	:	Nil
Materials provided	:	Nil
Examiner(s)	:	Gilbert Raj Sundram , Rajesh Kumar and Muhammad Rajaie Mustafar
Chief Moderator	:	Michelle Hoong

This paper consists of 5 printed pages, including the cover page.

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MARKETING (DMKT)
MKT2135: DIGITAL MARKETING
FINAL ALTERNATIVE ASSESSMENT: APRIL 2021 SESSION

Date of Assessment: 31st July 2021

Instructions:

1. You have exactly **24 hours** to submit the assessment. The assessment starts now- **31st July 2021 (Saturday), 12.00pm and ends at 1st August 2021 (Sunday), 12.00pm.**
2. **Submission method: Online Submission via Blackboard.**
3. **Submission deadline:** Submit your answer into the designated submission folder in Blackboard with Safe Assign **by 1st August 2021 (Sunday), 12.00pm.**
4. **Submission format:** Your answers **MUST BE TYPED using Microsoft Words via attached document** in the designated Blackboard submission folder.
 - (a) Your answers should be arranged in sequence (starting with Q1, Q2, etc.) and labelled properly.
 - (b) Your answer should adopt the format of an academic piece of report work. Write in fluent, formal English.
5. Additional requirement to the overall answer presentation
 - (a) Student ID Number on each page (Header).
 - (b) Page number on each page (Footer)
 - (c) Font type: Arial
 - (d) Font size: 12
 - (e) Line spacing: 1.5
6. **Safe Assign:**
 - (a) You are required and given **ONE (1)** attempt to submit your work to Safe Assign via Blackboard. The similarity should not exceed 25%.
 - (b) Should the similarity exceeded 25%, penalty will be imposed as per below measurement:
 - 0%-25% -- no penalty

- 26%-50% --30% deduction from total grading
 - 51%-80% -- 50% deduction from total grading
 - 80% and more - 0 mark awarded and student will receive a fail grade for the paper.
7. **ABSOLUTELY NO EXTENSION.** Late submission will be severely penalized.
 8. The exam must be taken completely alone. Showing it or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in the current or previous years. It is also forbidden to use any solutions to similar problems from previous years as reference material.
 9. You may **NOT** consult any external resources. This means **NO** Internet searches, materials from other classes or books or any notes you have taken in other classes etc. You may **NOT** use Google or other search engines for any reasons. You may **NOT** use any shared Google document.
 10. Any source taken from books, notes etc. **HAS TO BE CITED** with referencing, **DO NOT COPY AND PASTE** but write in your own understanding and paraphrase.
 11. Paraphrasing tools are **NOT ALLOWED**, any answers detected using **PARAPHRASING TOOL will be automatically awarded 0 marks.**
 12. **REMINDER:** Only **Microsoft Word Document File Format** is **ACCEPTED**. Any other format submitted will **NOT** be marked.
 13. Marking is based on **QUALITY** of your answers, the more **UNIQUE/CREATIVE/ORIGINAL** your answer is, the **BETTER YOU SCORE.**

Instruction: This paper consists of **FOUR (4) QUESTIONS**. Answer **ALL** questions. All questions carry equal marks.

Question 1

Online pureplay startup Travel Republic™ achieves growth by taking advantage of its digital marketing efforts. Travel Republic is the highest ranking independent online travel agent in the UK, with over 2 million travelers booking every year. It's an example of pureplay that has deployed digital marketing techniques such as search, social media and email marketing to grow both in the UK and internationally. Recently, the company has been looking into how they could further support and increase customer engagement through using CRM.

Discuss any **FIVE (5)** benefits Travel Republic would gain by using CRM to support customer engagement.

(25 marks)

Question 2

Boohoo is a popular online retailer that offers affordable and trendy clothes in a range of sizes for both men and women. The brand takes inspiration and often does collaborations with celebrities. They offer free delivery within the UK with a low-priced yearly membership called Premier, and they will often also run free delivery promotions. The company plans to expand vastly to other parts of the world in the near future.

Classification variables are particularly useful for marketers as they can help to identify particular consumers and target groups. As the newly installed marketing manager for Boohoo, explain any **SIX (6)** classification variables that can have an impact on Boohoo's online business.

(25 marks)

Question 3

Healthneumatics is a pharmacy that is beginning to create a name amongst its customers in Malaysia. Starting off with opening its first outlet in Klang Valley, the owners of the company have started to carefully plan their digital marketing efforts in order to market itself predominantly known in the pharmaceutical business by focusing on online public relations.

(a) By relating public relations to Healthneumatics, explain **THREE (3)** advantages of online public relations to the company if they chose to focus on this method.

(15 marks)

(b) By relating public relations to Healthneumatics, explain **TWO (2)** disadvantages of online public relations to the company if they chose to focus on this method.

(10 marks)

Question 4

Tech giant, Amazon is very strong on using integrated marketing communications. Amazon allows their users to have a personalized homepage with products relevant to their recent purchases, they send out emails to customers that include deals or new items that are like things you have previously bought or searched and give bloggers opportunities to post their wish list or reviewed books on their blogs. Public relations are also a big aspect of Amazon's overall objective. Amazon allows you to post reviews on anything you have bought from their website which creates a database of reviews and adds credibility to their site. Bloggers are also a big source of publicity. For example, a blogger can write a review on a book and post it to their blog and post the link to the Amazon.com listing for that book. This gives not only a good review of the book, but also Amazon as a good place to purchase it. Amazon uses digital media as their main form of marketing. They are focusing on online marketing channels. Amazon states that they direct out customers to Amazon's website primarily through several targeted online marketing channels, such as associate program, sponsored search, portal advertising, email marketing campaigns, and others. In their statement they refer to customer loyalty and that it is important. Amazon views their Amazon Prime and free two-day shipping as a big part of their marketing objective.

- (a) Imagine that you are the Marketing Communication Manager for Amazon. Discuss any **FOUR (4)** types of goals when designing media campaign for the company. Provide relevant examples to support your answer.

(16 marks)

- (b) The third step in designing a digital media campaign is *segmentation and targeting*. Explain any **THREE (3)** targeting variables that can be reviewed in your digital media campaign for Amazon. Provide relevant examples to support your answer.

(9 marks)

~ The End ~

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