

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	<u>January 2022</u>
Programme	:	<u>Diploma In Business (DIB) Diploma In Marketing (DMKT)</u>
Course	:	<u>MKT2135: Digital Marketing</u>
Date of Examination	:	<u>March 8, 2022 (Tuesday)</u>
Time Start	:	<u>March 8, 2022 (Tuesday) @ 8.00am</u>
Time	:	<u>March 9, 2022 (Wednesday) @ 8.00am</u>
Duration	:	<u>24 Hours</u>
Special Instructions	:	

This paper consists of **FOUR (4)** questions. Answer **ALL** questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Gilbert Raj Sundram, Muhammad Rajaie Mustafar & Marie Shirlean Mekilen

Chief Moderator : Michelle Hoong

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
 DIPLOMA IN MARKETING PROGRAMME (DMKT)
 MKT2135: DIGITAL MARKETING
 FINAL ALTERNATIVE ASSESSMENT: JANUARY 2022 SESSION

Date of Assessment: 8th March 2022

Instructions:

1. You have exactly **24 hours** to submit the assessment. The assessment starts now- **8th March, 2022 (Tuesday), 8.00am and ends on 9th March 2022 (Wednesday), 8.00am.**
2. **Submission method: Online Submission via Blackboard.**
3. **Submission deadline:** Submit your answer into the designated submission folder in Blackboard with Safe Assign **by 9th March 2022 (Wednesday), 8.00am.**
4. **Submission format:** Your answers **MUST BE SUBMITTED via attached document as PDF FORMAT** 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 PDF 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

Amazon is currently one of the world's most valuable companies. From humble beginnings in Jeff Bezos' garage in 1994, Amazon has grown into one of the most valuable companies in the world, as well as the second US company ever to reach a \$1 trillion market valuation. While Amazon's journey from start-up to essential world domination is the result of a combination of factors (including a bit of luck), there are easily observable lessons businesses of all sizes can learn from the e-commerce giant, particularly when it comes to its email marketing. Amazon takes an entirely different approach. Every email is personalized using every scrap of information they have about their users: on-site behavior, past purchases, amount spent, location, age, gender, etc. The Amazon experience isn't beautiful, it's functional. A company like Apple invests time in aesthetics while a company like Amazon invests time in efficiency. The entire shopping experience is streamlined from top to bottom. When it comes to email, Amazon doesn't waste any time with "blasts". They do, however, have templates that can be personalized based on behavior. And the longer you are a customer, the more data they have.

Source: Mening, R., 2022. *What Amazon Can Teach You About Email Marketing: 4 Key Lessons*. [online]

- (a) Explain the **THREE (3)** main options that Amazon can use in their email marketing strategy. Provide relevant examples to support your answer. (9 marks)
- (b) Discuss any **TWO (2)** advantages and **TWO (2)** disadvantages of email marketing for Amazon. Provide relevant examples to support your answer. (16 marks)

Question 2

Alibaba was founded in April 1999 in Hangzhou, China, and today it is one of the most important technology companies in the world with a diverse portfolio of business lines and a valuation in excess of \$500 billion. Alibaba first launched as a B2B marketplace with the goal of helping small businesses in China connect with suppliers and buyers worldwide. Building on the success of its initial B2B marketplace offering, Alibaba has since expanded into several adjacent markets through a network of subsidiaries including TMall (B2C), Taobao (C2C), Ant Financial (Financial Services), and AliCloud (Cloud Computing), among others. In the late 1990's, China's major B2B marketplaces (e.g., Ariba, Commerce One) were focused only on serving large corporations, and individual and small medium business (SMB) adoption of the internet was still quite low. As China's export market boomed, Chinese SMB's struggled with fierce competition and high transaction costs around identifying customers and suppliers. With Alibaba, Ma set out to create the first online B2B marketplace focused on serving China's growing SMB sector. Alibaba's core B2B marketplace served as the framework for what is today one of the world's most valuable enterprises. Like many of the other winning B2B marketplaces, Alibaba succeeded because it took a thoughtful approach towards aggregating supply and demand, continuously added features to integrate marketplace participants deeper into the platform and took into account the unique geographic and industry environment in which it was operating.

Source: Bowery Capital. 2022. *B2B Marketplace History Lesson: Alibaba*. [online]

Explain any **FIVE (5)** digital marketing tools in business-to-business (B2B) marketing to support customer acquisition strategy by Alibaba. Provide relevant examples to support your answer.

(25 marks)

Question 3

When Zomato launched, it aimed to be the best restaurant search and discovery platform. It had the names of various restaurants, their menu, their prices, reviews and other details. It provided in-depth information of over 1.4 million restaurants across 23 countries. Over the years, it has converted itself into an online food delivery platform. People can now order food from the restaurants near them using their app or website. Zomato has delivery executives who pick up the order from the eatery and deliver it to the address provided by the customer. Zomato's target audience includes people between 18 to 35 years of age who have access to smartphones and are comfortable in using apps. It targets two kinds of customers: The first group includes people who want to order their food home and the second group includes people who prefer to dine out. IN Lot of cases, these groups overlap. It offers food delivery to those who need it delivered as well as gives incentives to people to dine out through its Zomato Gold program.

Source: zomato.2021. *Digital Marketing Strategy*.iide.co [online]

(a) Zomato is being said to have an idea on how it plans to approach its existing and new customers. Explain **FIVE (5)** key decisions in strategy development that Zomato needs to consider when formulating its strategies.

(15 marks)

(b) Briefly explain **FIVE (5)** intangible benefits of internet marketing to Zomato

(10 marks)

Question 4

Tim's AUTOMAKEOVER has been around for the past 30 years in the car repair and restoration business. Over the years, John has marketed his business services by mainly depending on traditional marketing efforts i.e., newspaper, magazines and flyers. The struggling company, at the same time finds it difficult to compete with other players in the industry. Due to its poor marketing effort in creating brand awareness and loyalty, the business has suffered losses over the years. This was also the result of the current competition and the revolving marketing techniques that is used by some of its rivalries in the industry.

Convince John on any **FIVE (5)** unique characteristics of digital media in contrast to the traditional media.

(25 marks)

~THE END~

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