

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	<u>April 2022</u>
Programme	:	<u>Diploma In Business (DIB) Diploma In Marketing (DMKT)</u>
Course	:	<u>MKT2135: Digital Marketing</u>
Date of Examination	:	<u>July 29, 2022 (Friday)</u>
Time Start	:	<u>July 29, 2022 (Friday) @ 8.00am</u>
Time	:	<u>July 30, 2022 (Saturday) @ 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, Khor Kok Chin & Marie Mekilin

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: APRIL 2022 SESSION

Date of Assessment: 29th July 2022

Instructions:

1. You have exactly **24 hours** to submit the assessment. The assessment starts now- **29th July, 2022 (Friday), 8.00am and ends at 30th July 2022 (Saturday), 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 30th July 2022 (Saturday), 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.**

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

Question 1

Jason West, owner of A1 Cleaning, started his enterprise in 2001. Jason's primary focus had been on office cleaning for large corporations. But in recent months, Jason has seen a decline in demand for his office cleaning services. Surprisingly, the competitive environment appeared relatively stable with no new competitors. However, Jason knew that office cleaning was a high-frequency service that is usually performed daily; therefore, competitors must have been doing something to attract his customers. Building a competitive advantage seemed to be the only option to offset competition. But as Jason pondered over his dilemma, he realized that prior to building his competitive advantage he needed to better understand how customers assessed service quality and what they look for in a superior cleaning service. Jason developed a research plan. First, he gathered information about his competitors, primarily through pamphlets and Web sites, as well as through a few phone calls to find out exactly what the competitors offered in their cleaning packages. In addition, Jason obtained from the Chamber of Commerce an updated list of local corporations. He planned on sending written questionnaires to them. Though the list of corporations contained 141 local company names, Jason chose to survey 75 of them. To better understand customer service expectations between both small and large corporations, Jason divided his surveys into two categories. The survey questions were designed to extract specific data from respondents regarding service quality expectations in correlation to service frequency and price. Jason awaited the results. Though his primary focus had been on large corporations, he was flexible and would aim his efforts differently if needed.

The second step in designing a digital media campaign is 'campaign insight'. Discuss any **FOUR (4)** types of customer insight that can be reviewed in your digital media campaign for A1 Cleaning. Provide relevant examples to support your answer.

(25 marks)

Question 2

Carol Veldt, owner of Seagull Terrace, watched her investment grow from a small, seaside motel to a thriving year-round resort in just a few years. Atop a cliff overlooking the Maine coast, Seagull Terrace had attracted thousands of visitors during summer, but then faced a tremendous downturn in business during winter. "But, given the established industries in the nearby towns, very little year-round competition, and our close proximity to Portland," Carol added, "I couldn't understand why seasonality had to hit Seagull Terrace so hard!" So Carol spent her first winter devising a new marketing plan. She put together a promotional package designed to attract business travelers year-round. Carol's plan also involved a seasonal promotional gimmick—to be implemented from early winter to late spring—that would attract the same numbers as the large summer crowd. Her idea worked! During her second winter, Carol greeted numerous business travelers—both satisfied repeat guests as well as new guests who had been snagged by her promotional appeals. "We still have a long way to go," Carol admitted. "Our delicatessen offers entrees that are a part of the local cuisine, but we'd like to expand that. We provide health club privileges off-site, but we'd like to eventually provide our own. These are goals I hope to achieve in a few years. Our first project, however, included a renovation of our guest rooms and I'm quite proud of the results." Carol then added, "Actually there are so many possibilities. With an indoor pool area, I will eventually offer weekend getaways throughout winter."

Customer engagement is the ongoing cultivation of a relationship between the company and consumer. Once engagement takes hold of marketing, marketing messages will become conversations, and dollars will shift from media buying to customer understanding.

Explain the **4Is** of customer engagement in relation to how Carol's company has achieved this by providing relevant examples.

(25 marks)

Question 3

Paid search marketing is a cost-effective type of Search Engine Marketing (SEM) that matches your ads with users actively searching online for your products or services. Southwest Trains were looking to boost conversions and lower costs for their PPC (pay-per-click). Southwest Trains operates around 1,600 trains a day on a network in the South and Southwest England, serving more than 200 stations and employing around 4,500 people. The Southwest Trains network includes routes through Hampshire, Surrey, Dorset, Wiltshire, Berkshire, Devon, Somerset, and Greater London, serving a mixture of commuters and longer-distance travellers.

As the newly installed marketing manager, your role is to explain the good and bad of what paid search marketing has to offer Southwest Trains. One of your first task is to discuss **FIVE (5)** disadvantages of implementing paid search marketing to your new client.

(25 marks)

Question 4

The Treble Clef sells music books, musical instruments, and novelty gifts of a musical nature. In recent years, owner Gary Zahn has served as the local representative of several musical instrument manufacturers, providing a contact person for three local schools. He sends a sample of a manufacturer's products to schools that request a demonstration or presentation. "If we don't have it, we can definitely get it for you," Gary tells all Treble Clef visitors and customers. Most walk-ins are particularly interested in a specific piece of sheet music from a particular era or just browsing among the hundreds of music knick-knacks in the store. Gary spends most of his time making presentations to beginners at the local schools and making biweekly visits to the schools to deliver instruments, make minor repairs, or pick up instruments to ship to the manufacturer for more complicated repairs. After establishing a loyal customer base, Gary was convinced that a Treble Clef Web site could benefit a variety of customers. He began with a simple Web site that provided information about the store and the types of gifts and services available. The site received so much response that Gary added a question-and-answer option. Questions poured in, ranging from "Where can I get sheet music for 'Hello, Dolly'?" to "Do you carry clarinet reeds?" to "My saxophone needs two new pads. When will you be at Elmhurst School to repair it?" The Web site is now able to accept credit card orders, and gifts can even be wrapped and shipped for no extra charge. "This Web site idea was fantastic!" Gary admitted. "It allows us to be so responsive. And our novelties sales have doubled!"

Online shoppers tend to have different profiles and characteristics to offline shoppers, which shape their shopping intentions.

- (a) Explain any **FOUR (4)** customer loyalty variables with relevant examples, that can impact online businesses.

(16 marks)

- (b) Explain any **THREE (3)** classification of profile variables that can have an impact on online business.

(9 marks)

~THE END~

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