



FINAL EXAMINATION

NOVEMBER 2023

COURSE TITLE	APPLIED DIGITAL MARKETING STRATEGIES
COURSE CODE	RMKT3533
DATE/DAY	14 FEBRUARY 2024 / WEDNESDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES:

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 6 Printed Pages including front page)

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This question paper consists of **TWO (2)** sections. Answer **ALL** questions in the answer booklet provided. **[100 MARKS]**

SECTION A

(40 Marks)

There are **TWENTY (20)** questions in this section. Answer **ALL** questions in the answer booklet provided.

1. Which social media platform is known for its character limit in posts?
 - A. Instagram
 - B. Facebook
 - C. Twitter
 - D. LinkedIn

2. Which is **ONE** of the primary reasons for businesses to do audience aggregation?
 - A. CSR Activity
 - B. To increase traffic on the website
 - C. Online Reputation Management
 - D. Engage potential customers over long term if they are not ready to buy yet

3. One way to research what kinds of videos are ranking well on YouTube is to _____.
 - A. do a search on YouTube for videos
 - B. search by YouTube usernames of competition
 - C. search by your top keywords
 - D. search by number of impressions.

4. I have created a video where I climbed Mt. Everest in 4 hours. This video could go viral as it is a good example of _____.
 - A. a funny video
 - B. a video that displays a talent
 - C. a video with a feeling of amazement
 - D. none of the above

5. Which one of the below is **NOT** a Marketing metrics?
 - A. Website traffic
 - B. Email open rate
 - C. Employee happiness
 - D. Conversion rate

6. Among other things the 3 main components of YouTube video optimization are _____.

- A. content, keywords, seo
- B. storyline, keywords, content
- C. age of video, keywords, content
- D. humor, content, seo

7. Which of the following is **NOT** a Call To Action?

- A. Explaining to a website visitor through a video about your services and products
- B. Asking a website visitor to download an app on Playstore
- C. Offering users to take a subscription for free for a month
- D. Asking video viewers to subscribe and hit the bell icon on YouTube

8. Fill in the blanks with **CORRECT** answer below;

_____ helps the target audience with a specific need that they are looking for.

- A. Humorous videos
- B. How-to videos
- C. Expert videos
- D. Customer testimonials video

9. You have created a digital ad campaign to promote your business of selling prep meals. In the campaign, the URL you are using is of your website homepage. After your campaign ends, the data shows that 10,000 people that saw your ad, 3500 unique people actually visited your website, and of those 250 bought your prep meal package.

What is the CTR of your ad campaign based on the numbers?

- A. 35%
- B. 3.5%
- C. 10%
- D. 25%

10. Which of the following is a good guideline to improve the discovery of your videos?

- A. Upload the same videos onto Facebook, Instagram, Twitter and YouTube
- B. Ask your family to watch your content.
- C. Use Metadata such as titles and descriptions that are searchable and relevant.
- D. All of the above.

11. Exact match keywords target words includes_____.

- A. singular or plural forms
- B. misspellings
- C. paraphrases
- D. all of the above

12. Which **ONE** of the below is not part of SEM targeting?

- A. Location targeting
- B. Ad schedule targeting
- C. Demographic targeting
- D. Sentiment targeting

13. to 16: Match the description with the right term.

Celebrities	individuals whose name recognition commands a great deal of fascination and has the ability to use their status to communicate with broad effect.
Influencer	A person or group of people who change their opinion or behavior as the result of exposure to new information.
Advocates	show support for your cause, defend your product or service but do not have any alliance with your brand.
Ambassadors	are compensated and formally endorse your brand.

17. A/B testing involves comparing two versions of a webpage or email to determine which one performs better.

- A. True
- B. False

18. The call-to-action (CTA) is a critical element in the consideration stage of the buyer's journey.

- A. True
- B. False

19. The content marketing process includes creating and distributing valuable, relevant content to attract and engage a target audience.
- A. True
 - B. False
20. The decision stage in the buyer's journey focuses on creating awareness about a product or service
- C. True
 - D. False


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SECTION B

(60 Marks)

There is **ONE (1)** question in this section. Answer **ALL** questions in an essay format.

Question 1

YouTube is a platform to engage and grow a community no matter what you're passionate about. Many creators join YouTube to share knowledge and skills and build their personal brand. Digital content creators are tuning into their audience and creating a community around relevant content on YouTube.

As a content creator, you are required to create a YouTube spot which aims to get University students to take a break from social platforms and reconnect to their real self, as a reminder there's a lot to explore in the real world and communication is still very much alive.

- a) Based on the objective above, select your niche (example: photography, cooking, calligraphy) and write down your Unique selling point based on your own personal values/traits.

(30 marks)

- b) Define your target audience and create a mission statement for your marketing campaign focusing on creating awareness amongst your target audience. Consider what you want your channel to represent to your audience and how you'd like to communicate the message of your marketing campaign to your audience.

(30 marks)

Points to include:

- Objective
- Target Audience
- Problem statement
- Storyboard
- Conclude with an uplifting message that encourages students to believe in themselves and explore opportunities further.

***** END OF QUESTION PAPER *****