

This question paper consists of **ONE (1)** section. Answer **ALL** questions in the answer booklet provided. **[100 MARKS]**

QUESTION 1

(30 Marks)

A. Digital marketing is utilising digital channels to market your products and services to reach customers.

a) List **FIVE (5)** D's in Digital Marketing. (10 marks)

b) Explain the concept of Social Commerce. (5 marks)

c) State **TWO (2)** advantages of social commerce compared to e-commerce. (6 marks)

B. Mobile marketing is a type of digital marketing optimised for smartphones and other mobile devices through apps, social media channels, and websites.

a) Describe **THREE (3)** importance of mobile marketing. (9 marks)

QUESTION 2 **(40 Marks)**

A. User-generated content (UGC), is a type of content marketing posted by users on online platforms.

a) List **SIX (6)** examples of UGC media. (12 marks)

b) What are the advantages of Live Streaming Shopping as a buyer? (10 marks)

B. In online marketing, a conversion is when your visitor takes the action that you most want them to take. List **THREE (3)** examples for each of the following:

a) Macro-conversions (9 marks)

b) Micro-conversions (9 marks)

QUESTION 3

(30 Marks)

A. You have been appointed as a Digital Marketer at a local shoe store and you are in charge of handling the Google Ads account for the store.

- a) List **THREE (3)** types of ads that can be created using Google Ads (9 marks)
- b) Different types of Google Ads contain different ad formats. What is the correct format for Dynamic Search Ads? (6 marks)

B. Facebook has approximately 3 billion monthly active users. Running paid ads within this platform can lead any business to success if done correctly.

- a) Facebook offers multiple campaign objectives to suit a certain ad. List **THREE (3)** campaign objectives available. (9 marks)
- b) The places where you can run your ads on Facebook are called placements which are determined by your ad type and settings. List **THREE (3)** placements available on Facebook. (6 marks)

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