



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	DIGITAL ANALYTICS FOR MARKETING PROFESSIONALS
COURSE CODE	RMKT3543
DATE/DAY	15 FEBRUARY 2024 / THURSDAY
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 5 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

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

SECTION A

(30 Marks)

There are FIFTEEN (15) questions in this section. Answer ALL questions in the answer booklet provided.

1. _____ websites are only used for information presentation purposes and static content provided by the site's creator.
 - A. Web 1.0
 - B. Web 2.0
 - C. Web 3.0
 - D. Web 4.0

2. _____ marks the era of connected web operating system where most software components and data processing reside on the Internet.
 - A. Web 1.0
 - B. Web 2.0
 - C. Web 3.0
 - D. Web 4.0

3. *"It goes beyond prediction by providing recommendations on possible actions to optimize outcomes. In a marketing context, this involves suggesting the best course of action."*

Which type of digital analytics that the above statement referring to?

 - A. Descriptive analytics
 - B. Diagnostics analytics
 - C. Predictive analytics
 - D. Prescriptive analytics

4. *"It delves deeper into why certain outcomes occurred by identifying patterns and anomalies in data. In marketing, it helps in pinpointing reasons behind success or failure."*

Which type of digital analytics that the above statement referring to?

 - A. Descriptive analytics
 - B. Diagnostics analytics
 - C. Predictive analytics
 - D. Prescriptive analytics

5. *"It involves the analysis of historical data to understand past performance. In a marketing context, this type of analytics helps marketers comprehend trends, customer behavior, and the performance of past campaigns."*

Which type of digital analytics that the above statement referring to?

- A. Descriptive analytics
- B. Diagnostics analytics
- C. Predictive analytics
- D. Prescriptive analytics

6. *"It utilizes historical data and statistical algorithms to forecast future trends or outcomes. In marketing, it aids in anticipating consumer behavior, market trends, and potential campaign performance."*

Which type of digital analytics that the above statement referring to?

- A. Descriptive analytics
- B. Diagnostics analytics
- C. Predictive analytics
- D. Prescriptive analytics

7. Data stored in databases, in an ordered manner is _____.

- A. structured data
- B. unstructured data
- C. semi-structured data
- D. random data

8. Images, videos, and audio are example of _____.

- A. structured data
- B. unstructured data
- C. semi-structured data
- D. organized data

9. Data which is loosely organized into categories using meta tags is _____.

- A. structured data
- B. organized data
- C. unstructured data
- D. semi-structured data

10. The goal of clustering a set of data is to ____.
- A. divide them into groups of data that are near to each other
 - B. choose the best data from the set
 - C. determine the nearest neighbors of each of the data
 - D. predict the class of data
11. The four-step Marketing Analytics Planning process includes the following step **EXCEPT**;
- A. Plan
 - B. Analyze
 - C. Implement
 - D. Report
12. Which of the following is **NOT** considered one of the Big Data V's?
- A. Validity
 - B. Velocity
 - C. Veracity
 - D. Volume
13. Which of the following is referring to quantitative data?
- A. Analysis can be subjective
 - B. Numerical values may correspond to a specific category
 - C. Focus on collecting opinions
 - D. Open ended questions
14. Which of the following is referring to a third-party data?
- A. Data is collected by a partner company
 - B. Data is collected from customers by a company that is not directly involved in the transaction
 - C. Data that is collected directly from own customers and potential customers
 - D. None of the above
15. A multinational corporation aiming to enhance operational efficiency. They planned by setting goals to reduce production costs, collected data from manufacturing units globally, analyzed it to identify inefficiencies, and reported actionable insights on optimizing workflows. As a result, they implemented targeted process improvements, reducing costs by 15% within a year.

Based on the illustration above, which is the correct steps in Marketing Analytics Planning utilized by the corporation?

- A. Plan → Analyze → Collect → Report
- B. Plan → Collect → Analyze → Report
- C. Collect → Plan → Analyze → Report
- D. Collect → Plan → Report → Analyze

SECTION B

(70 Marks)

There are **FOUR (4)** questions in this section. Answer **ALL** questions in the answer booklet provided.

QUESTION 1

(20 Marks)

Examine the role and significance of social media analytics in modern business strategies, outlining the key metrics, tools, and methodologies used for effective analysis. Elaborate on the impact of these analytics on decision-making and the formulation of successful marketing campaigns within organizations.

To enhance the depth of your response, strive to provide at least two specific examples or details for each aspect (key metrics, tools, methodologies, impact on decision-making, and formulation of successful marketing campaigns).

QUESTION 2

(10 Marks)

Explore and discuss the key challenges associated with social media analytics, exploring the complexities, limitations, and ethical considerations involved in effectively leveraging data from social platforms for business insights.

To provide a comprehensive analysis, aim to highlight at least two specific examples or details for each aspect (complexities, limitations, and ethical considerations) to offer a nuanced understanding of the challenges associated with social media analytics.

QUESTION 3

(20 Marks)

Evaluate the advantages, challenges, and ethical considerations associated with utilizing third-party data in business operations, highlighting its impact on decision-making and the potential risks involved.

To provide a comprehensive evaluation, strive to present at least two specific examples or details for each aspect (advantages, challenges, ethical considerations, impact on decision-making, and potential risks) to offer a nuanced understanding of the use of third-party data in business operations.

QUESTION 4

(20 Marks)

Explain the concept of geo-targeting analytics, outlining its methodologies, benefits, and applications in marketing strategies. Evaluate the impact of geo-targeting analytics on consumer engagement and the challenges associated with its implementation.

In your answer, strive to provide depth by offering at least two items for each aspect (methodologies, benefits, applications, insights on consumer engagement, and challenges).

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