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 part. Answer ALL questions in the answer booklet.

1. Which of the following best defines digital marketing?

    A. Traditional marketing through print media
    B. Marketing using digital channels and technologies
    C. Telemarketing
    D. Radio advertising

2. What is the primary goal of search engine optimization (SEO)?

    A. Increasing social media followers
    B. Improving website design
    C. Enhancing website visibility in search engine results
    D. Running paid advertisements

3. Which social media platform is best known for visual content and is popular among younger demographics?

    A. Facebook
    B. LinkedIn
    C. Twitter
    D. Instagram

4. What does ROI stand for in digital marketing?

    A. Return on Investment
    B. Return on Image
    C. Rate of Interest
    D. Reach of Impressions

5. Which of the following is a key element of an effective email marketing campaign?

    A. Using as many images as possible
    B. Sending emails at random times
    C. Personalizing email content
    D. Including excessive promotional offers

6. What is the primary purpose of a landing page in digital marketing?

   A. To showcase the company's history
   B. To sell products directly
   C. To capture visitor information or encourage a specific action
   D. To provide general information about the industry

7. Which paid advertising model involves paying for each click on an ad?

   A. CPM (Cost Per Mille)
   B. CPA (Cost Per Acquisition)
   C. CPC (Cost Per Click)
   D. CTR (Click-Through Rate)

8. What term describes the practice of promoting products or services through individuals with a large and engaged following on social media?

   A. Email marketing
   B. Content marketing
   C. Influencer marketing
   D. Affiliate marketing

9. Which digital marketing strategy focuses on creating valuable, relevant, and informative content to attract and engage an audience?

   A. Email marketing
   B. Social media marketing
   C. Content marketing
   D. Paid advertising

10. What is the purpose of A/B testing in digital marketing?

   A. To determine the best time to post on social media
   B. To compare two versions of a webpage or email to optimize performance
   C. To analyze competitor marketing strategies
   D. To track website traffic

11. Which digital marketing channel allows for real-time interaction with customers and immediate feedback?

   A. Email marketing
   B. Content marketing
   C. Social media marketing
   D. Search engine optimization

12. What is the primary objective of social media listening in digital marketing?

    A. To gain more followers on social media
    B. To create engaging content
    C. To monitor online conversations and gather insights
    D. To automate social media posting

13. Which digital marketing technique involves creating and sending messages or content via mobile devices?

    A. Mobile marketing
    B. Email marketing
    C. Social media marketing
    D. Content marketing

14. What does CTA stand for in digital marketing?

    A. Content Tracking Analysis
    B. Customer Targeting Approach
    C. Call-to-Action
    D. Click-Through Assessment

15. What is the primary purpose of a conversion funnel in digital marketing?

    A. To visualize website traffic data
    B. To track social media engagement
    C. To illustrate the customer journey and conversion process
    D. To optimize email marketing campaigns

16. Which type of digital advertising model allows advertisers to pay only when a specific action, such as a purchase or lead, is achieved?

    A. CPM (Cost Per Mille)
    B. CPC (Cost Per Click)
    C. CPA (Cost Per Acquisition)
    D. CTR (Click-Through Rate)

17. What is the difference between white hat and black hat SEO techniques?

    A. White hat techniques are ethical and follow search engine guidelines, while black hat techniques are unethical and violate guidelines.
    B. White hat techniques are for on-page optimization, while black hat techniques focus on off-page optimization.
    C. White hat techniques are suitable for small businesses, while black hat techniques are for large corporations.
    D. White hat techniques use paid advertising, while black hat techniques rely on organic search.

18. What is the primary objective of a digital marketing campaign's KPIs (Key Performance Indicators)?

    A. To increase website traffic
    B. To track the number of social media followers
    C. To measure the success and effectiveness of the campaign
    D. To identify the competitors' strategies

19. Which digital marketing analytics tool is commonly used to track and analyze website performance, traffic sources, and user behavior?

    A. Google Analytics
    B. Google AdWords
    C. Facebook Ads Manager
    D. Twitter Analytics

20. What is the main advantage of using marketing automation tools in digital marketing?

    A. They replace the need for human marketers entirely.
    B. They enable personalized and automated communication with leads and customers.
    C. They are expensive and only suitable for large corporations.
    D. They focus exclusively on social media management.

SECTION B (60 Marks)

There are TWO (2) questions in this part. Answer ALL questions in the answer booklet.

1. Market Segmentation is dividing a target market into distinct groups or segments based on certain criteria

   a. Discuss the purpose of segmentation and the criteria to be considered when segmenting your market.
   (10 marks)

   b. Describe the **FOUR (4)** different types of segmentation.
   (20 marks)

2. Consumer behavior refers to the study of how individuals, groups, or organizations make decisions and take actions related to the purchase, use, and disposal of products and services

   a. Discuss consumer behavior and the importance of understanding consumer behavior in an organization.
   (15 marks)

   b. Discuss how marketing data can be used to support a marketing strategy.
   (15 marks)

*** END OF QUESTION PAPER ***