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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 404: E- MARKETING

DATE: 9TH APRIL 2026

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

DIGITAL TRANSFORMATION AT MAVUNO FRESH LTD

Mavuno Fresh Ltd is a mid-sized agribusiness company based in Nakuru, Kenya, dealing in fresh fruits and vegetables supplied to supermarkets, restaurants, and individual consumers. For over ten years, the company relied heavily on traditional marketing methods such as roadshows, print flyers, and physical market activations to reach customers. While this approach worked initially, the company has recently experienced stagnating sales and rising marketing costs.

In 2023, increased internet penetration and the widespread use of smartphones among consumers prompted Mavuno Fresh Ltd to consider adopting e-marketing strategies. Management noted that competitors were aggressively using social media platforms such as Instagram, Facebook, and TikTok to promote their produce, share cooking ideas, and engage customers directly. Some competitors also launched online ordering platforms and partnered with delivery services.

In early 2024, Mavuno Fresh Ltd launched a basic website and social media pages but struggled to gain meaningful online traction. The marketing team lacked digital skills, keyword research was poorly done, and email campaigns had very low open rates. Additionally, management was concerned the company might expose itself to cyber risks, negative online reviews, and high costs of digital advertising.

Customer feedback revealed that online buyers expected personalized offers, fast response times, transparent pricing, and secure payment systems. Younger customers preferred engaging content and influencer endorsements, while institutional buyers wanted reliability, consistency, and bulk-order discounts.

As Mavuno Fresh Ltd plans its 2026 e-marketing strategy, management wants to integrate social media marketing, email marketing, SEO, and appropriate e-commerce models while reducing overall marketing costs and improving brand awareness and purchase intent.

Required:

- a) Using the Six I's of the E-Marketing mix, analyze how Mavuno Fresh Ltd can

redesign its online marketing strategy to improve customer engagement and sales. **(10 marks)**

- b) Evaluate the most appropriate e-commerce model(s) Mavuno Fresh Ltd should adopt and justify your choice based on its target markets. **(6 marks)**
- c) Propose three social media marketing strategies Mavuno Fresh Ltd can use to improve brand awareness and purchase intention, explaining how each strategy addresses consumer expectations. **(6 marks)**
- d) Identify three major risks of e-marketing facing Mavuno Fresh Ltd and recommend practical mitigation measures for each. **(3 marks)**

QUESTION TWO

- a) A Kenyan retail company wants to reduce its annual marketing costs while maintaining high market visibility. Explain how e-marketing can help achieve this objective using three practical approaches. **(9 marks)**
- b) Assess the role of Information Technology (IT) in enabling effective e-marketing operations within modern organizations. **(6 marks)**

QUESTION THREE

- a) Apply the concept of the transitioning marketing mix to explain how a company can move from traditional marketing to a fully digital marketing approach. **(9 marks)**
- b) Illustrate how online options for core products can influence customer value perception in e-marketing. **(6 marks)**

QUESTION FOUR

- a) Compare B2B and B2C e-commerce models, highlighting how marketing strategies differ in each model. **(9 marks)**
- b) Using a Kenyan example, explain how C2C e-commerce has transformed consumer buying behavior. **(6 marks)**

QUESTION FIVE

- a) A company's website receives traffic but records low conversions. Explain how keyword research and Search Engine Optimization (SEO) can be applied to improve sales performance. **(9 marks)**
- b) Discuss three factors that should guide effective management of keyword research in an e-marketing campaign. **(6 marks)**

QUESTION SIX

- a) Analyze how online consumer personality types influence responses to e-marketing messages. **(9 marks)**
- b) Explain how understanding online consumer behavior can help firms improve brand awareness and purchase intent. **(6 marks)**