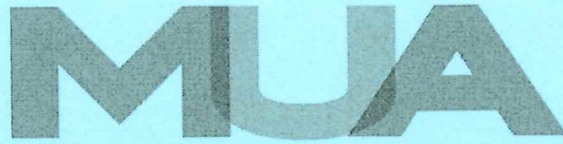


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 404 : E- MARKETING

DATE: 18TH DECEMBER 2024

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:

SUPERMETRO

The way customers perceive your products and service can change over time. The COVID-19 pandemic is a great example. For most companies, if they just treated customers the same way they did before the pandemic, they would have overlooked customers' changing motivations. And those changing motivations affect how potential customers perceive your offer.

Supermetro is an example of a company that moved swiftly to tap into new customer motivations. "As COVID-19 struck, Americans wanted to find ways to help and to show support for the frontline heroes. Supermetro wanted to give people a way to do so, even without being able to leave home," said Nelson Mwangi, Director, Strategic Partnerships, Supermetro.

Created in just days, the Supermetro.com ecommerce site gave customers a way to show appreciation by sending a virtual coffee break in the form of a Supermetro e-gift card. Supermetro donated \$1 (up to \$100,000) for every card purchased at this site to the Supermetro Joy in Childhood Foundation emergency funds, specifically for non-profits helping families affected by COVID-19.

"Since the initial launch, Supermetro has used the site for multiple moments that matter to people, such as Teacher Appreciation Week, National Nurses Week, and Mother's Day," Nelson said.

The site is driving incremental digital gift card sales and has generated a 300% increase in year-over-year gift card sales for certain events.

"I think ecommerce, especially in the gift card space, is a key [you can use to] unlock growth. We saw a tremendous lift in online gift card sales with the addition of Supermetro.com without any cannibalization to our existing online gift card program. It allowed us to reach new guests and tap into the wealth of information and targeting in the digital world, which you just cannot do with plastic gift cards hanging on pegs," Nelson said.

"Online and mobile shopping surged when social distancing was introduced...based on Blackhawk Network's partners' sales data, gift cards sales made directly from a restaurant's or merchant's website since mid-March are up 92% from last year," said Beatrice Irungu, Head of Global Commerce, Blackhawk Network, Supermetro gift card program partner.

Required:

- a) Assess four roles of technology in the Supermetro business (10 marks)
- b) Explain four reputational benefits Supermetro can accreue due to its service (8 marks)
- c) Argue Supermetro's four Social media marketing goals (7 marks)

QUESTION TWO

- a) Illustrate four risks associated with shopping on an online platform (10 marks)
- b) Determine five benefits of information technology in marketing (5 marks)

QUESTION THREE

- a) Examine five objectives of e-marketing in an organisation (10 Marks)
- b) Compare and contrast seller-oriented site with buyer-controlled sites (5 marks)

QUESTION FOUR

- a) Differentiate blogging with cookie in e-marketing (7 marks)
- b) Demonstrate any two elements fundamental and key aspects for online promotion techniques as proposed by Evans and Wurster (1999) (8 marks)

QUESTION FIVE

- a) Examine any four Social media marketing tips to keep you on track (8 marks)
- b) Compare and contrast Twitter with LinkedIn in e-marketing (7 marks)

QUESTION SIX

- a) Demonstrate Five customer Relationship Management (CRM) services in e-marketing (10 Marks)
- b) Explain the concept of Pinterest in e-marketing (5 Marks)