

The  
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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP**

**MKT 404: E- MARKETING**

**DATE: 25<sup>TH</sup> MARCH 2025**

**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:

**A CASE STUDY OF CHUI TAXI KENYA**

Chui is a service provider company that connects two necessities in a modest and Expected way. It provides transportation to individuals who want to move from one place to the other and at the same time provides a person who wants to set up a taxi business. Chui is a transportation network which provides personal transportation. It connects available drivers with individuals who need to be transported to varied locations. This company does its operations through a mobile app. The app is operation in almost 58 countries and at most 298 cities globally. Drivers affiliated to Chui have their own vehicles, are provided with an opportunity to earn highly with a flexible work timetable. It adheres to a network orchestrated model as compared to other service providers whose framework involves inclusion of more capital. Chui has high profit margins and continues offering opportunities due to its eminent growth. This has been brought about by the fast customer response and efficiency. It has also proved to adjust well to the recent market changes as compared to its competitors. Chui has been in pursuit of favourable prices for its clients through dynamic surge pricing. They use block by block basis to predict before it happens. This prediction is mainly on basis of how many clients open their app at a given period. However, dynamic pricing needs huge amounts of data and creation of complex algorithm which can predict the future. The algorithm considers data such as local events, ongoing news and weather forecasts

Dynamic pricing is important to Chui drivers since it gives them information on areas they should and should not take their clients. It provides stability, balance of the quantity of demand and supply. Presently, the pricing surge is updated every five to ten minutes so that the drivers can be informed in time. Their system is intensive and ensures better services offered to their clients at reasonable prices. The essence of dynamic capabilities is that they must be built. Chui uses the new digital transformation and ensures digital disruption in the taxi industry. Chui is a dynamic capability framework by itself. It is global due to the digital affordance that allow integration of digital design that integrates customer experience and feedback into

the organization. Chui is presently in the new era where prices go before them due to better structures, better coordination and are able to manage relations with their associates better. They get closer and more responsive associations with their final clients.

**Required:**

- a) Demonstrate the importance of technology in Chui taxi business in Kenya (10 marks)
- b) Discuss five roles of dynamic pricing in Chui e-marketing (10 marks)
- c) List any FOUR goals of a company reputation/image like Chui (5 marks)

**QUESTION TWO**

- a) Evaluate four risks that can be a barrier to online shopping (8 Marks)
- b) Determine any three dimensions that assist in online pricing (7 Marks)

**QUESTION THREE**

- a) Discuss four ways the social media can assist on e-marketing (10 Marks)
- b) Highlight five goals of e-marketing objectives (5 Marks)

**QUESTION FOUR**

- a) Explain three elements fundamental key aspects for online promotion techniques as proposed by Evans and Wurster(1999) (7.5 Marks)
- b) Demonstrate five ways of tracking website online marketing efforts (7.5 Marks)

**QUESTION FIVE**

- a) Discuss five best ways to generate keywords to test in your paid search marketing campaigns (10 marks)
- b) Discuss five core pillars of any digital media initiative (5 marks)

**QUESTION SIX**

- a) Assess the difference between landing pages and social marketing (5 marks)
- b) Examine the following concepts in E-marketing
  - i. Podcasting (2 Marks)
  - ii. Blogging (2 Marks)
  - iii. Cookie (2 Marks)
  - iv. Spam (2 Marks)
  - v. Hyperlink (2 Marks)