



**Riara School of Business**  
*nurturing business innovators*

**SEPTEMBER - DECEMBER 2019 TRIMESTER EXAMINATIONS**  
**DAY PROGRAMME**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**RMK 407: INTERNET MARKETING**

**DATE: 10<sup>TH</sup> DECEMBER 2019**

**DURATION: 2 HOURS**

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**GENERAL INSTRUCTIONS:**

Students are NOT permitted to write on the examination paper during reading time.  
This is a closed book examination. Text book/Reference books/notes are not permitted.

**SPECIAL INSTRUCTIONS:**

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question ONE and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s).
4. Marks allocated to each question are shown at the end of the question.
5. PLEASE start the answer to EACH question on a NEW PAGE.
6. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
7. Write your answers in paragraph form unless stated otherwise.
8. Keep your phone(s) SWITCHED OFF at the front of the examination room.
9. Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
10. You are only allowed to leave the examination room 30minutes to the end of the Examination.

**QUESTION ONE: COMPULSORY (30 MARKS)**

- a) Search engine optimization (S.E.O) is a dynamic process. State and explain the **FOUR** stages of S.E.O and cite relevant examples for each. **(8 Marks)**
- b) Internet marketing refers to advertising and marketing efforts that use the web and email to drive direct sales via electronic commerce. Name and explain **SIX** advantages and disadvantages of internet marketing. **(12 Marks)**
- c) A technically compliant website can easily perform the tasks of crawling and indexing. What is the difference between crawling and indexing. **(4 Marks)**
- d) Digital display advertising involves several stakeholders. Name any **THREE** stakeholders. **(6 Marks)**

**QUESTION TWO**

- a) List **FOUR** benefits of electronic customer relationship management (e-CRM). **(4 Marks)**
- b) What is the difference between earned, owned and paid media and cite an example of each. **(6 Marks)**
- c) Through our searches online, we reveal who we are. Discuss the **FIVE** elements we reveal with our searches. **(10 Marks)**

**QUESTION THREE (20 MARKS)**

A soft drinks manufacturing company wants to introduce a new non-alcoholic energy drink to the Nairobi market targeting the youth. They need to have a digital marketing strategy that will build their brand within this market and in the process generate sales. List and explain

the steps you will take to develop an end-to-end internet marketing plan to show case the following:

- a) Explain any **THREE** social media platforms/accounts that you will use and the rationalization behind using each of them. **(6 Marks)**
- b) Clearly state **FOUR** channels specific objectives and targets (number of followers, clicks etc.) that are achievable in an ideal situation. **(4 Marks)**
- c) Given a budget of KShs 500,000, craft your social media campaign and showcase what **FIVE** elements you will incorporate to have a successful online campaign. **(10 Marks)**

**QUESTION FOUR (20 MARKS)**

- a) All digital marketing plans require proper strategies and planning. Discuss the **EIGHT** steps that are taken to formulate s strategic digital plan, citing examples at each stages. **(16 Marks)**
- d) Name any **FOUR** social media listening tools. **(4 Marks)**