



Riara School of Business
Nurturing business innovators

JANUARY -APRIL 2024 TRIMESTER EXAMINATIONS
DAY PROGRAMME
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
RMK 407: INTERNET MARKETING

DATE: 12TH APRIL 2024
HOURS

TIME: 2

GENERAL INSTRUCTIONS:

- i. Students are **NOT** permitted to write on the examination paper during reading time.
- ii. 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. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book.

11. Fasten the supplementary pages to the inside back cover of this booklet

QUESTION ONE: COMPULSORY (30 MARKS)

- a) Define internet Marketing. **(2 marks)**
- b) Describe **FIVE** importance of internet marketing. **(10 marks)**
- c) Describe any **NINE** internet marketing strategies. **(18 marks)**

QUESTION TWO

- a) Explain the **SIX** essential steps in developing a winning marketing campaign. **(12 marks)**
- b) State and explain the **FOUR** digital marketing mix in regards to internet marketing. **(8 marks)**

QUESTION THREE

- a) Expound on the **EIGHT** measures of success of your digital marketing campaigns. **(8 marks)**
- b) Discuss **SIX** main advantages of internet marketing versus traditional marketing. **(12 marks)**

QUESTION FOUR

- a) State **TEN** ways to improve online and website customer experience. **(10 marks)**
- b) Define what digital relationship marketing is. **(2 marks)**
- c) State and explain the **FOUR** core elements of digital media planning. **(8 marks)**

