



**UNIVERSITY COLLEGE TATI (UC TATI)**

**FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	:	DTG 1043
COURSE	:	E-COMMERCE
SEMESTER/SESSION	:	1-2024/2025
DURATION	:	3 HOURS

**Instructions:**

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO**

**BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE**

**QUESTION 1**

- a) Define e-commerce. (2 marks)
- b) Describe **FOUR (4)** major types of e-commerce and provide examples for each type. (12 marks)
- c) Explain **FOUR (4)** unique features of e-commerce. (8 marks)

**QUESTION 2**

- a) Identify the appropriate key element for each statement. Each statement should be match with the list of key elements. (8 marks)

Key elements	
A. Value Proposition	E. Competitive Advantage
B. Revenue Model	F. Market Strategy
C. Market Opportunity	G. Organizational Development
D. Competitive Environment	H. Management Team

Statements	Key Element
Spotify provides personalized playlists based on user preferences and listening habits.	
Netflix charges a monthly fee for access to streaming content	
Grab see the opportunity of urban transportation needs through ride-hailing and food delivery services.	
Twitter competes with Facebook, Instagram, and Snapchat in the social media space	
Apple's strong brand set it apart from competitors.	
Instagram influences influencer marketing and targeted ads to reach its user base.	
Google has specialized departments like engineering, sales, marketing, and legal.	
Tesla's management team, led by Elon Musk, includes experts organize its operation in automotive engineering and battery technology.	

- b) Discuss **FOUR (4)** functions of website as a marketing platform. (8 marks)

**QUESTION 3**

- a) Digital commerce marketing and advertising strategies cover a variety of tools designed to attract, engage with customers. Describe **FIVE (5)** tools can help business reach their target audience. (10 marks)
- b) Explain **THREE (3)** advantages of video ads in online marketing. (6 marks)
- c) Explain **THREE (3)** disadvantages of video ads in online marketing. (6 marks)

**QUESTION 4**

- a) Explain the importance of social, mobile, and local marketing in e-commerce. (6 marks)
- b) Describe **TWO (2)** key elements of successful campaign through:
- i) Mobile marketing campaign (6 marks)
  - ii) Local marketing campaign (6 marks)
- c) Give **TWO (2)** benefits of understanding on the key elements of successful campaign. (2 marks)

**QUESTION 5**

Social media platforms such as Facebook, Instagram, and TikTok have evolved from simple communication tools into powerful e-commerce engines. These platforms offer businesses new ways to engage with customers, promote products, and facilitate transactions directly within social media environments. This integration has given rise to social commerce, where social media serves as both a marketing channel and a sales platform.

- a) Describe **THREE (3)** benefits using social commerce such as Instagram. (6 marks)
- b) Explain **TWO (2)** ways on social media impact e-commerce sales. (4 marks)
- c) Discuss **TWO (2)** roles of influencer in social commerce. (4 marks)
- d) Explain **THREE (3)** challenges of e-commerce with social media. (6 marks)

-----End of question-----

