

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BTE 2613
COURSE	: TECHNOPRENEURIAL MARKETING
SEMESTER/SESSION	: 2 - 2024/2025
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in 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

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Based on your understanding, define digital marketing. (4 marks)
- b) List out **FOUR (4)** aspects of digital transformation. (4 marks)
- c) Explain **THREE (3)** importances of digital transformation. (6 marks)
- d) Describe **DRIP** model. (8 marks)

QUESTION 2

- a) Define digital marketing environment. (4 marks)
- b) Explain the concept of 4C`s in digital marketing. (2 marks)
- c) Choose **THREE (2)** latest practices in digital marketing. (6 marks)
- d) Construct **FOUR (4)** situations analysis for digital marketing. (8 marks)

QUESTION 3

- a) *Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior.*

Discuss **FOUR (4)** strategies formulation for digital marketing. (8 marks)

- b) *The speed at which technology develops means that successful businesses need to be flexible and adapt to change, so that they can respond quickly to customers. Technology affects the marketing mix.*

Apply **FIVE (5)** elements in marketing mix that influence technology. (10 marks)

QUESTION 4

- a) *This type of marketing refers to the process of promoting a mobile application to reach a larger audience and increase downloads. The process happens through various channels, such as social media, online advertisements, app store optimization, influencer marketing, and email marketing.*

Classify **FIVE (5)** marketing applications of e Customer Relationship Management (e-crm). (10 marks)

- b) *The most important aspect of any business, big or small, is often said to be the customer. But there's more to business than closing a one-time sale or deal. Businesses prioritizing customer lifecycle management (CLM) can be significantly more successful when it comes to attracting initial prospects and converting them into repeat customers.*

i. What is customer life cycle management? (2 marks)

ii. Discover **FOUR (4)** stages of customers lifecycle to turn one-time purchasers into loyal consumers. (8 marks)

QUESTION 5

- a) *Website management is the process of maintaining and developing a website so that it is secure, attractive, fully functional and up to date, once you've built your website. This process applies to the site's design, structure, content, features and marketing.*

Construct **FIVE (5)** processes of site management to ensure all task goals are met.

(10 marks)

- b) *Consumer buying behavior is the sum of a consumer's attitudes, preferences, intention, and decisions regarding their behavior in the marketplace when buying a product or service. Marketers use data to learn consumer buying behaviors to connect and market their products to consumers and increase revenue.*

Evaluate **FOUR (4)** factors that influence consumer buying behavior and provide an example for each factor to support your answer.

(10 marks)

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