



ADVANCED DIGITAL MARKETING

AUG 2022

MOCK EXAMS

Time: 9:00 AM – 12:00 PM

Date: NOVEMBER 12th, 2022

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Task 1 is worth **40%** of the total marks available

Task 2 is worth **60%** of the total marks available.

You are required to give your answers in the GSM answer booklet provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



Part A – Compulsory

Amazon India –Ecommerce Case Study

Amazon was founded by Jeff Bezos in Bellevue, Washington, in July 1994. The company initially started as an online marketplace for books but later expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry. In 2018, Bezos announced that its two-day delivery service, Amazon Prime, had surpassed 100 million subscribers worldwide. Amazon.com is an Indian e-commerce company headquartered in Bangalore. Amazon.com, India's largest e-commerce player for physical goods started with books in 2007 and entered the consumer electronics category with the launch of mobile phones, in September 2010. Since then, it has grown rapidly with the introduction of innovative features like Cash on Delivery (CoD), a 30-day replacement guarantee, and its delivery network.

Today, their portfolio is spread across 12 categories – from books to music, mobiles, computers, cameras, home & kitchen appliances, TV & home theatre systems, personal and healthcare products, and the newly launched stationery items. In addition to these, Amazon has also made a foray into the emerging digital content market with the recent launch of Flyte, the digital music store. Amazon was born with an initial investment of 400,000 USD. It was never going to be easy since India has had bad past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular about paying money for something which they had not seen and received. The trust was missing in the Indian customers. So what Amazon had to do was instill trust and faith in their customers.

Amazon tried its best to provide good service, focus on the website - easy to browse and order and hassle-free, and strove hard to resolve any customer issues. The company started opening its warehouses as it started getting more investments. Today the company works with more than 500 suppliers. As of date, more than 80% of orders of Amazon are handled via warehouses which helps in quick and efficient service. Amazon derives around 50% of its revenue from selling books online. Amazon is the Indian market leader in selling books both offline and online, it enjoys an online share of around 80%. Amazon ships around 40000+ items daily. The average daily revenue is about 301,352.50 USD. 15+ million Titles are available on Amazon books. There are 2.6 million registered users on Amazon. 4500 employees working at Amazon at the moment. Apart from this Amazon have 1.5 + million fans on Facebook and about 67000 followers on Twitter which shows its vast reach in social media. Social Media Marketing is used to the hilt, by Amazon.com. In its social media initiatives, Amazon.com aims at facilitating an easier conversation channel for customers and users. Conversations are to the point and are targeted at specific issues, thoughts and ideas. Amazon.com began activities to make its presence felt on Facebook and Twitter about a year ago. The





company has also used LinkedIn to connect with people. The popularity of the site has grown through recommendations i.e., people recommending the site to their family, friends, and co-workers. And what better platform than social media to leverage 'word-of-mouth'! Amazon.com recognized that using social media is about being human.

Since digital media is going to rise in near future, Amazon is geared up for the same. Soon it will start offering digital content like movies and songs online, as the customers can pay and stream online digital content. Amazon will also provide e-books very soon. Amazon had revenue of 40,000,000 USD in 2008 - 2009, 200,000,000 USD in 2009 - 2010, 750,000,000 USD in 2010 - 2011, expecting in 2015 4,500,000 USD -5,000,000 USD.

PART A- Compulsory

QUESTION ONE

Your Digital Marketing Agency has been invited by Amazon India to make a presentation on the prospects of marketing their digital content product. As the e-Commerce Manager, you have been asked by your Managing Director to address the following tasks before the presentation.

- (a) Critically **assess** the adaptation of E-commerce on the performance of Amazon India
(10 marks)
- (b) **Illustration** at least Five (5) measures Amazon took to build and develop a robust e-commerce website
(10 marks)
- (c) Critically **Evaluate** the difference between transactional and Interactive websites, Justifying the approach used by Amazon India.
(10 marks)



(d) **Recommend with Justification**, an e-commerce strategy that Amazon needs to adopt to remain competitive. **Outline** Five (5) payment solutions that Amazon could integrate on the e-commerce website.

(10 marks)

TOTAL : (40 Marks)

PART B - (Answer Any THREE (3) questions)

Essay Type Questions

QUESTION TWO

Barbeques Galore has been supplying Australians with high-quality barbeques and expert advice since 1977. Today, with more than 90 stores throughout the country, Barbeques Galore not only leads the market in Barbeque retailing but also specializes in Outdoor Furniture and Heating. Barbeque's widest range of barbeque products - including LPG, natural gas, charcoal, and electric - features quality brands such as Turbo, Beef master, and the award-winning Ziegler & Brown. The Barbecues Galore website had a low conversion rate due to technical, usability, and value communication issues. For example, when a product was added to different product categories the URL slug of the product itself would change. "This presented Barbeques with issues which needs to address immediately, as a product that constantly changes in URL is not SEO friendly and would present with unwanted 301 redirects and in some cases 404s," said Andres Aguero, Senior SEO Specialist, Barbecues Galore.



(a) **Explain** with examples the E-commerce design considerations barbeques needs to implement when addressing the issues facing the company.

[5 marks]

(b) Critically **evaluate** two e-commerce business models that might be relevant to barbeques highlighting both the business activity and financial model.

[5 marks]

(c) Explain the advantages of hosting a website from an organization's server and its implication on barbeques

[10 marks]

QUESTION THREE

(a) In Ghana, most entrepreneurs and businesses are embracing digital marketing considering the changes in customer behavior and technological trends. As much as companies perceive digital marketing to be the right way to go, there are some important considerations they need to adopt. As a Digital Marketing expert, critically **demonstrate** some regulations and marketing considerations the businesses need to manage and adopt, and how a business can manage these factors to its competitive advantage.

[20 marks]

QUESTION FOUR

(a) Businesses planning to implement digital marketing and e-commerce has the option of engaging a hosting company or in-house management. As an expert in digital marketing, **Explain** the advantages of hosting and managing e-commerce from an organization's server.

[10 marks]





(b) Identify three considerations when choosing an ISP to host your e-commerce website and recommendations with justification on how to manage an ISP.
[10 marks]

QUESTION FIVE

(a) There are many e-commerce web hosts that an organization can choose from, and the objective of the organization largely influences the choice of host. Recommend with Justification an operating system that can be used to host an e-commerce site.
[10 marks]

(b) Analyze which web server software is more appropriate for an e-commerce site for an SME start-up business with justification.
[10 marks]

QUESTION SIX

The increased adaption of digital transactions and shopping has seen the growth of various e-commerce payment systems. A digital Marketing expert assesses the available e-commerce payment methods to be used by businesses, that can be integrated into an e-commerce website.
[10 marks]

Choose one of the above payment methods you have identified above and Justify its appropriateness considering the Ghanaian market.
[10 marks]

End of Exams