



MUNHUMUTAPA SCHOOL OF COMMERCE
Department of Management Studies

MAIN EXAMINATION PAPER

BACHELOR OF COMMERCE

PART 2 SEMESTER 2

MODULE NARRATION

**TOURISM AND HOSPITALITY
DIGITAL MARKETING**

CODE

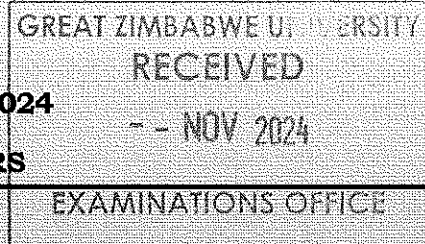
HHT224

DATE

JUNE 2024

DURATION

3 HOURS



INSTRUCTIONS TO CANDIDATES

1. ANSWER ALL **QUESTIONS** IN **SECTION A** AND ANY **THREE (3)** QUESTIONS FROM **SECTION B**
2. **ALL QUESTIONS IN SECTION A CARRY 2 MARKS EACH** AND **ALL OTHER QUESTIONS CARRY 20 MARKS EACH**
3. AS MUCH AS POSSIBLE **CITE RELEVANT EXAMPLES**
4. **THIRTY MINUTES (30)** READING TIME FOR CASE STUDY

THIS SECTION IS COMPULSORY

ANSWER ALL MULTIPLE CHOICE QUESTIONS

1. Information architecture refers to.....?

- A. A measure of how easy a system is to use.
- B. The way data and content are organised, structured and labeled to support usability
- C. The way information is used.
- D. The way content is created and distributed.

2. An examination and evaluation of the existing content which a brand publishes is referred to as

- A. Branding
- B. SEO
- C. Editing
- D. Content audit

3. is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action?

- A. Video marketing
- B. Viral marketing
- C. Ad marketing
- D. Content marketing

4. CTA stands for?

- A. Call to action
- B. Called to act
- C. Communication technology assurance
- D. Content trading association

5. Content strategy can be defined as?

- A. An examination and evaluation of existing content on a website
- B. The content that appears on a screen without a user having to scroll.
- C. A plan that outlines what content is needed for a web project and when and how it will be created.

D. The degree to which a website is available to users with physical challenges or technical limitations.

6. Online User Experience(UX) can be divided into two broad categories, which are Functional UX and Creative UX.

A. True

B. False

7. The following are qualities that make up good User experience(UX) Except?

A. Credibility

B. Accessibility

C. Usability

D. Dependability

8. URL stands for?

A. University result limit

B. Uniform resource locator

C. Unilateral resource locator

D. Uniform resource link

9. Website domains that have .ac are used by?

A. Non-governmental organisations

B. Not for profit organisations

C. Country organisations

D. Academic institutions

10. SEO stands for?

A. Simple engine optimisation

B. Search engine optimisation

C. Super engine optimisation

D. Serial engine optimisation

11. The other name for SEO is?

A. Organic optimisation

B. Artificial optimisation

C. Guided optimisation

D. Random optimisation

12. Tags that tell search engine spiders what exactly a web page is about are called?

A. Meta tags

B. Beta tags

C. Link tags

D. Nano tags

13. The following are objectives of online advertising

A. Building brand awareness,

B. Creating demand,

C. satisfying demand, driving direct response and sales

D. Building brand awareness, creating demand, satisfying demand, driving direct response and sales

14.CPM is a payment model for online advertising which stands for?

A. Cost per month

B. Cost per thousand impressions

C. Cost per minutes

D. Cost per mouse

15. A person who produces regular web videos about a chosen topic on a video-enabled blog is known as a?

A. Blogger

B. Vlogger

C. Video creator

D. Video producer

16. What is micro blogging?

A. The practice of publishing brief text, image and video updates, usually limited to between 140 and 200 characters.

B. Blogging at a micro level

C. Blogging in the micro environment

D. Blogging at a micro scale

17. The following is an example of a micro blogging site?

A. Facebook

B. LinkedIn

C. Skype

D. Twitter

18. Hard and soft bounces are associated with?

A. Video marketing

B. Viral marketing

C. Blog marketing

D. Email marketing

19. Open rate refers to the?

A. The percentage of emails determined as opened out of the total number of emails sent.

B. Speed with which emails are opened.

C. Number of times the email is opened

D. Frequency of opening email

20. In order to test the success of your website, you need to remember the TAO of conversion optimisation. What is the meaning of TAO?

A. Track – Analyse – Optimise

B. Train – Analyse – Optimise

C. Track – Assure – Optimise

D. Train – Assure – Optimise

SECTION B

ANSWER ANY 3 QUESTIONS

QUESTION 1

As the Digital marketing manager of a 5 star hotel, you have made up your mind to start a Blog for your organisation; however you have been facing some resistance from the General Manager who does not see any value of the blog to the organisation. You are required to explain the benefits of blogging to the General Manager in order to get his support and approval to proceed with the blog. (20 marks)

QUESTION 2

Explain the 5 main ways Facebook can boost business? (10 marks)

List 5 Twitter tools that that you know? (5 marks)

What are the 5 commonly used social media platforms in Zimbabwe (5marks)

QUESTION 3

Discuss the benefits of web based marketing compared to traditional marketing. (20MARKS)

QUESTION 4

What is email marketing ? (2marks)

What is SPAM in email marketing?(2marks)

As a Digital marketer, how would avoid sending SPAM email to your target customers? (6 marks)

Describe some of the benefits of email marketing to an organisation. (10 marks)

QUESTION 5

What are the different types of online advertising opportunities that are available? (10 marks)

What are some of the goals of online advertising? (5marks)

What are the three steps to developing an online advertising strategy?(5 marks)

THE END