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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN DIGITAL MARKETING**  
**DDM 1102 INTRODUCTION TO DIGITAL MARKETING**

Date: 8<sup>TH</sup> AUGUST 2024  
Time: 8:30AM – 10:30A-M

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Explain the various ways of website optimization and Search Engine Optimization (SEO) used in the modern business ecosystem **(5 Marks)**
- b) Highlight the evolution of digital marketing to become the modern day marketing **(5 Marks)**
- c) The importance of digital marketing in today's business environment cannot be overstated, as it has become an integral part of how businesses operate. identify the importance of digital marketing in today's business environment **(5 Marks)**
- d) Develop a content marketing plan outlining objectives of each strategy for a business in any industry of your choice **(5 Marks)**
- e) Explain the concept of content marketing and highlight the various content distribution channels employed in modern day marketing environment **(5 Marks)**
- f) Highlight key principles of email marketing **(5 Marks)**

**QUESTION TWO (20 MARKS)**

- a) There are various principles associated with content marketing that support its effectiveness in engaging audiences. Discuss these principles **(8 Marks)**
- b) Analyze the various social media platforms and their unique features and audiences **(6 Marks)**
- c) Discuss the performance metrics used in measuring the success of social media marketing campaigns in various social media platforms **(6 Marks)**

**QUESTION THREE (20 MARKS)**

- a) Email marketing is a powerful digital marketing strategy used by businesses to enhance communication with clients. Discuss the various benefits of email marketing to a business **(6 Marks)**
- b) Explain the importance of businesses to optimizing business websites and Search Engine Optimization (SEO) **(8 Marks)**
- c) Differentiate, giving examples, between on-page and off-page optimization as components of digital marketing: **(6 Marks)**

#### **QUESTION FOUR (20 MARKS)**

- a) The emergence of digital technologies has had a profound impact on marketing, revolutionizing how businesses operate. Give some of the ways in which digital technologies have impacted businesses? **(6 Marks)**
- b) Discuss the various types of E-Advertising used by modern organizations to enhance brand engagements and loyalty **(6 Marks)**
- c) Explain the importance of monitoring content performance, using various metrics in various digital marketing platforms **(8 Marks)**

#### **QUESTION FIVE (20 MARKS)**

- a) Having an email list is beneficial to the business in a number of ways. Explain the do's and don'ts while coming up with an email list **(6 Marks)**
- b) Discuss the benefits of General Data and Privacy Regulation compliance to consumers of digital marketing content **(6 Marks)**
- c) Sponsored ads is an emerging digital marketing trend for organizations looking to expand their reach. Explain how sponsored ads can lead to an increased online presence **(8 Marks)**