



UNIVERSITI
TEKNOLOGI
PETRONAS

FINAL EXAMINATION MAY 2024 SEMESTER

COURSE : TFB2163 - DIGITAL MARKETING
DATE : 5 AUGUST 2024 (MONDAY)
TIME : 9:00 AM - 12:00 NOON (3 HOURS)

INSTRUCTIONS TO CANDIDATES

1. Answer **ALL** questions in the Answer Booklet.
2. Begin **EACH** answer on a new page in the Answer Booklet.
3. Indicate clearly answers that are cancelled, if any.
4. Where applicable, show clearly steps taken in arriving at the solutions and indicate **ALL** assumptions, if any.
5. **DO NOT** open this Question Booklet until instructed.

Note :

- i. There are **SIX (6)** pages in this Question Booklet including the cover page
- ii. **DOUBLE-SIDED** Question Booklet.

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1. a. Explain how digital consumers' behaviour differs from traditional consumers in terms of:
- i. Access to information [3 marks]
 - ii. Shopping behaviour [3 marks]
 - iii. Loyalty and retention [3 marks]
 - iv. Marketing and advertising [3 marks]
- b. Design a nudge-based intervention with **FOUR (4)** actions to reduce plastic waste in a university setting. [8 marks]

2. You are a digital marketing strategist working for an e-commerce platform called "StyleHub." StyleHub specializes in fashion-forward clothing and accessories, offering a seamless online shopping experience. The platform aims to attract trendy urban millennials who are always on the lookout for the latest fashion trends and exclusive deals.

Persona: Jane Trendsetter

- Age: 28 | Occupation: Marketing Manager | Location: New York City
- Income: \$75,000 per year | Interests: Fashion, social media, fitness, travel

Goals:

- Stay up to date with the latest fashion trends
- Find exclusive deals and unique pieces
- Share her fashion finds on social media

Challenges:

- Limited time to shop due to a busy work schedule
- Difficulty finding unique fashion pieces that stand out
- Desire for a seamless online shopping experience

- a. Using Jane Trendsetter's persona, outline a content marketing strategy for the pre-purchase stage that would attract her to StyleHub.

[8 marks]

- b. Analyze how the personalized product recommendations during the purchase/conversion stage align with Jane Trendsetter's goals and challenges.

[6 marks]

- c. Examine the effectiveness of using a virtual try-on feature on StyleHub's website for Jane Trendsetter during her pre-purchase stage.

[6 marks]

3. TechGear" is a mid-sized company specializing in high-end, innovative tech accessories, such as wireless chargers, smart home devices, and ergonomic computer peripherals. The company has a decent online presence but is looking to expand its market reach and engage more effectively with its target audience. Current digital marketing environment trends include a shift to mobile commerce, rise of video content, increased privacy concerns, social commerce integration, and growing consumer awareness of sustainability.

- a. List **SIX (6)** features for a potential mobile app that would enhance the customer experience.

[6 marks]

- b. Identify **FOUR (4)** ways to incorporate user-generated content into their video marketing strategy.

[8 marks]

- c. Propose **THREE (3)** contents that highlight the company's sustainability initiatives and resonate with environmentally conscious consumers.

[6 marks]

4. a. Evaluate **TWO (2)** advantages and **TWO (2)** disadvantages of using paid search in a digital marketing strategy.

[8 marks]

- b. Analyze how segmentation can improve the effectiveness of email marketing campaigns.

[6 marks]

- c. Examine how a brand can use social media to enhance customer engagement.

[6 marks]

5. a. Develop a plan with **SIX (6)** steps to create and nurture an online community for a tech startup.

[9 marks]

- b. Evaluate the potential of mixed reality in future marketing trends.

[7 marks]

- c. List **TWO (2)** benefits and **TWO (2)** risks of Buy Now, Pay Later (BNPL) for consumers.

[4 marks]

- END OF PAPER -