



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

DIGITAL MARKETING

HMKT 209

PART 2 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: OCTOBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any other three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss the legal considerations in digital marketing in Zimbabwe. [25 Marks]
2. Examine the benefits of digital marketing over traditional marketing. [25 Marks]
3. Analyse how the segmentation strategy can be applied in digital marketing in Zimbabwe. [25 Marks]
4. Assess the reliability of any **four** sources of marketing information to a company engaging in digital marketing. [25 Marks]
5. Discuss of benefits of conducting research to a company of your choice in Zimbabwe. [25marks]
6. Examine the role of business ethics in developing digital marketing strategy in Zimbabwe. [25 Marks]

END OF PAPER