INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - DECEMBER 2025

PROGRAMME: BBA
YEAR/SEM: YEAR 3/SEMESTER 1
COURSE CODE: MKT 3102
NAME: DIGITAL MARKETING

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Section A contains a Case Study and 4 Questions (10marks each)

Question 1:

CASE STUDY 1: CAFÉ JAVAS ONLINE MARKETING CHALLENGE

Background:

Café Javas is a popular restaurant chain in Uganda with 15 branches. They have a website that gets 10,000 visitors per month, but only 100 people order online (1% conversion rate). They want to increase online food orders.

Current Situation:

- Website: www.cafejavas.co.ug
- Facebook followers: 50,000
- Instagram followers: 30,000
- Email subscribers: 5,000
- Monthly marketing budget: UGX 20 million
- Main competitor: Java House (has 3% online conversion rate)

Problem:

People visit the website but don't order food online.

Question 1. SEO (Search Engine Optimization) [10 marks]

a) Define SEO and explain why it's important for Café Javas (3 marks)
b) List FIVE keywords Café Javas should target on their website (3 marks)
c) Give FOUR ways to improve their website's Google ranking (4 marks)

Question 2. Paid Advertising [10 marks]

a) What is the difference between Google Search Ads and Facebook Ads? (4 marks)
b) With UGX 20 million budget, how would you divide it between Google and Facebook? Give reasons (3 marks)
c) Write THREE examples of ad headlines for Café Javas Google Ads (3 marks)

Question 3. Email Marketing [10 marks]

a) Design a simple welcome email for new subscribers (include subject line and main message) (4 marks)
b) List THREE types of emails Café Javas should send to customers (3 marks)
c) How can they grow their email list from 5,000 to 10,000 subscribers? Give THREE methods (3 marks)

Question 4. Social Media Marketing [10 marks]

a) What type of content should Café Javas post on Instagram? Give FOUR examples (4 marks)
b) How often should they post on Facebook and Instagram? (2 marks)
c) Design a simple social media campaign to promote online ordering (4 marks)

Question 2:

CASE STUDY 2: JUMIA UGANDA'S DIGITAL MARKETING

Background:

Jumia is Uganda's largest online shopping platform. They sell electronics, fashion, home items, and more. They want to increase sales during the Christmas season.

Current Performance:

- Website visitors: 500,000 per month
- Mobile app downloads: 200,000
- Average order value: UGX 75,000

• Main competitors: Kilimall, Jiji
• Customer complaint: "Delivery takes too long"
• Popular categories: Phones (40%), Fashion (30%), Electronics (30%)

Goal:

Increase December sales by 50% compared to November.

Question 1. Content Marketing [10 marks]
a) What is content marketing? (2 marks)
b) Create FOUR blog post titles that Jumia could write for Christmas shoppers (4 marks)
c) Besides blogs, name FOUR other types of content Jumia can create (4 marks)

Question 2. Mobile Marketing [10 marks]
a) Why is mobile marketing important in Uganda? Give THREE reasons (3 marks)
b) How can Jumia improve their mobile app to increase sales? Give FOUR suggestions (4 marks)
c) Write THREE push notification messages for the Christmas sale (3 marks)

Question 3. Customer Retention [10 marks]

a) What is customer retention and why is it important? (3 marks)
b) Design a simple loyalty program for Jumia customers (4 marks)
c) How should Jumia handle the "delivery takes too long" complaint? Give THREE solutions (3 marks)

Question 4. Analytics and Measurement [10 marks]
a) List FIVE important metrics Jumia should track on their website (5 marks)
b) Calculate: If Jumia spends UGX 10 million on ads and gets 1,000 sales worth UGX 75 million total, what is their Return on Ad Spend (ROAS)? (3 marks)
c) What is conversion rate and how can Jumia improve it? (2 marks)

SECTION B

Section B contains structured questions (20 marks per question)

Question 1:

a) Explain the difference between on-page SEO and off-page SEO with examples (10 marks)

b) A new restaurant in Kampala wants to rank #1 on Google for "best restaurant Kampala". Give them a step-by-step SEO plan (10 marks)

Question 2:

a) Explain THREE types of Google Ads campaigns (Search, Display, Shopping) and when to use each (10 marks)

b) A shoe store has UGX 5 million for Google Ads. Create a simple campaign structure with keywords and budget allocation (10 marks)

Question 3:

a) What makes a good marketing email? Discuss FIVE important elements (10 marks)

b) Create an email marketing calendar for a clothing store showing what emails to send each week for one month (10 marks)

Question 4:

a) Compare Facebook, Instagram, Twitter, and TikTok. Which is best for different types of businesses? (10 marks)

b) A bank wants to attract young customers (18-25 years). Design a social media strategy for them (10 marks)

Question 5:

a) Explain the content marketing funnel (Awareness, Consideration, Decision)- Use examples to explain each stage (20 marks)

Question 6:

a) What is an email list and why is it important for businesses? (8 marks)

b) Explain FIVE ways to collect email addresses from customers (12

marks)

Question 7:

a) Explain these types of emails: Welcome Email, Newsletter, Promotional Email, and Abandoned Cart Email (12 marks)

b) Which type of email would work best for a supermarket? Create TWO sample emails with subject lines (8 marks)

Question 8:

a) What is Google Analytics and why should businesses use it? (8 marks)

b) Explain these basic metrics: Users, Sessions, Bounce Rate, Pages per Session, Average Session Duration (12 marks)

Question 9:

a) What is email segmentation? Give THREE examples of how to segment an email list (10 marks)

b) Create a simple 3-email welcome series for new customers of a bookstore (10 marks)

Question 10:

a) Name FIVE reports in Google Analytics that would help a small restaurant (10 marks)

b) How can a business use Google Analytics to understand where their customers come from? (10 marks)

Question 11:

a) Define ethics in digital marketing and explain why it is important for businesses (8 marks)

b) Describe FIVE common ethical violations in digital marketing with examples (12 marks)

Question 12:

a) Explain the evolution of marketing from traditional to digital marketing. Include at least FOUR major stages (12 marks)

b) How has digital marketing changed the way businesses interact with customers? Give FOUR specific changes (8 marks)