



FINAL EXAMINATIONS

SCHOOL OF EDUCATION AND SOCIAL SCIENCES

KITENGELA CAMPUS

FIRST SEMESTER, 2024/2025 ACADEMIC YEAR

EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

IN COUNSELING & COMMUNITY DEVELOPMENT

BCEC1213/BACD1223: TRANSFORMATION AND SOCIAL MEDIAMARKETING

STREAM:

TIME: 2 HOURS

EXAMINATION SESSION: APRIL

YEAR: 2024

DAY []

DATE: []

INSTRUCTIONS:

1. Attempt ALL the questions in **Section A**
 2. Attempt any **Two** questions in **Section B**
 3. The entire exam is worth forty (40) marks.
 4. Write **ONLY** on the space provided on the answer sheet or as otherwise instructed.
 5. Where necessary Show your working clearly.
 6. Do **NOT** attempt to access any library, online (audio, video, digital or electronic) or paper-based (written), sources for your answers unless this is clearly advised in the Question.
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SECTION A ANSWER ALL QUESTIONS

1. Green life Organics is a startup selling eco-friendly skincare products. Despite high-quality products their online sales are stagnant and social media engagement is low. The CEO wants to revamp their digital marketing strategy to target millennials and GEN z.
 - a) Conduct a SWOT analysis of Green life Organics' current digital marketing efforts (6mks)
 - b) Propose a multi-channel digital marketing strategy to boost brand awareness and sales. Justify your choices (8mks)
 - c) Recommend three key performance indicators (KPIs) to measure the success of your proposed strategy. Explain why they matter.(6mks)

SECTION B CHOOSE ANY TWO

2.
 - a) Describe Five types of content Marketing that one can use to engage his/her audience (5mks)
 - b) How can a brand leverage on user generated content UGC to build trust. Explain using relevant examples (5mks)
3.
 - a) Explain the customer journey funnel (Awareness, Consideration, Decision) and how digital marketing tactics align with each stage (5mks)
 - b) Describe retargeting strategies and how they improve conversion rates (5mks)
4.
 - a) Discuss the comparison between SEO and SEM in driving website traffic (4mks)
 - b) How can businesses use Keyword search tools to optimize content .Explain using relevant examples (6 mks)

DIGITAL MARKETING SPECIAL EXAMINATION

Section A

Question 1 (Compulsory)

Total Marks: 20

1 a) Define digital marketing and explain its importance in today's business environment. (5 Marks)

1 b) Discuss the key differences between traditional marketing and digital marketing. Provide examples to support your answer. (5 Marks)

1 c) A company selling fitness equipment wants to increase its online sales. Propose a digital marketing strategy for the company, including at least three tactics. Justify your choices. (10 Marks)

Section B

Answer any 2 questions from this section.
Each question carries 10 marks.

Question 2

a) Explain the concept of Search Engine Optimization (SEO) and its role in driving organic traffic to a website. (5 Marks)

b) A company wants to improve its website ranking on Google. Recommend five on-page SEO techniques they should implement. (5 Marks)

Question 3

a) Define social media marketing and discuss its benefits for businesses. (5 Marks)

b) A fashion brand wants to increase its Instagram engagement. Propose a content strategy for the brand, including the types of content they should post and how often. (5 Marks)

Question 4

- a) Explain the concept of Pay-Per-Click (PPC) advertising and how it differs from organic search marketing. (5 Marks)
- b) A company is running a Google Ads campaign but is not getting the desired results. Suggest three ways to optimize their PPC campaign for better performance. (5 Marks)