BACHELOR OF MARKETING

FEEDBACK TUTORIAL LETTER 1-4

SECOND SEMESTER 2019

FOR

ELECTRONIC AND WEB-BASED MARKETING

EWB711S
Dear Student,

This tutorial letter provides a framework on how assessment 1 (Website Evaluation/Research), assessment 2 (Test replacing Oral Presentation), assessment 3 (Vacation School Theory Test) and assessment 4 (Vacation School Practical Test) should have been answered or dealt with. I must say that many of you did extremely well in all three assessments, congratulations! I am looking forward to marking your next assessment. Nevertheless, I must emphasise the importance of the application of the theoretical information contained in the prescribed book, study guide and the materials on e-Learning. “You should always remember that in order to obtain maximum marks, it is important that you substantiate the theories with practical application”, [See the suggested answers contained in this Feedback Letter].

I hope that by now, you have mastered your course work - this is very important in order to build your confidence as you do your assignments. I’m certain that your good efforts will pave the way for an outstanding performance in this course!

I wish you all the best.

Dr Efigenia MM Semente
**ASSESSMENT 1**

Assessment 1: Website Evaluation/Research

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>MARKS</th>
</tr>
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<tbody>
<tr>
<td><strong>REQUIRED:</strong></td>
<td></td>
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<tr>
<td>▪ Select 2 websites that are competing for the same target market and provide similar products;</td>
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<tr>
<td>▪ Conduct an online Research aiming at evaluating/assessing the two websites;</td>
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<tr>
<td>▪ Use the following criteria to evaluate: a) Usability; b) Credibility; c) Web Content; d) Content Management; e) Connection with Customers; f) Communication; g) colour; h) Languages; i) Graphical User Interface</td>
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<tr>
<td><strong>Additional information</strong></td>
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<tr>
<td>✓ You should develop a data collection instrument (a questionnaire) that captures the nine criteria as listed above; Include at least 1 closed-ended and one open-ended question for each of the nine criterion in your questionnaire (include a sample of your questionnaire in this assignment);</td>
<td>10</td>
</tr>
<tr>
<td>✓ Send/email the questionnaire to 20 respondents to complete the questions and have it sent back to your email address once completed (show evidence of emailed questionnaires in the appendix);</td>
<td>5</td>
</tr>
<tr>
<td>✓ Compile Report Covering the following:</td>
<td>2.5</td>
</tr>
<tr>
<td>❖ Introduction (introduce the reader to your topic)</td>
<td>2.5</td>
</tr>
<tr>
<td>❖ Objectives of this assignment (what to be achieved?)</td>
<td>3</td>
</tr>
<tr>
<td>❖ Importance/Significance (i.e. why it is important?)</td>
<td>10</td>
</tr>
<tr>
<td>❖ A brief Literature Review (one page discussion of key online Marketing concepts related to your research... do not copy and paste notes... do research and cite sources)</td>
<td></td>
</tr>
<tr>
<td>❖ Methodology (number of respondents, methodology used to collect data)</td>
<td>8</td>
</tr>
<tr>
<td>❖ Data Presentation (include tables, charts, graphs)</td>
<td>10</td>
</tr>
<tr>
<td>❖ Summary of Findings</td>
<td>10</td>
</tr>
<tr>
<td>❖ Conclusions &amp; Recommendations</td>
<td>5</td>
</tr>
<tr>
<td>❖ References</td>
<td>2</td>
</tr>
<tr>
<td>❖ Appendix</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total=</strong></td>
<td>70</td>
</tr>
</tbody>
</table>
Suggested answers for Assessment 1:

- It is important that the website evaluation is conducted based on the following six criteria (hence the questionnaire should consist of both open-ended and closed ended questions related to the six criteria is fundamental): a) Usability; b) Credibility; c) Web Content; d) Content Management; e) Connection with Customers; f) Communication; g) colour; h) Languages; i) Graphical User Interface

1. Evidence should be included to demonstrate that 20 respondents have completed the questionnaires online.  

2. Compile Report Covering the following:
   - Introduction (introduce the reader to your topic): should be concise and related to the topical area.  
   - Objectives of this assignment (what to be achieved?): objectives should be specific, measurable, attainable, realistic and time framed.  
   - Importance/Significance (i.e. why it is important?): demonstrate clearly why this research is of importance; the importance in a wider research context and discipline context as well.  
   - A brief Literature Review (one page discussion of key online Marketing concepts related to your research ... do not copy and paste notes... do research and cite sources): a summary of related literature from journals, textbooks, previous similar studies, the literature review should consist of minimum 5-10 sources and a clear summary of the reviewed literature provided at the end of that session.  
   - Methodology (number of respondents, methodology used to collect data): to include the research design, the sample size as indicated above, data collection methods i.e. how were the questionnaires administered, etc.  
   - Data Presentation: to include tables, charts, graphs with a brief summary explanation of the tables/charts/graphs.  
   - Summary of Findings: a clear discussion of the research findings in line with the research objectives.  
   - Conclusions & Recommendations: these to be linked to the findings.  
   - References: using APA style  
   - Appendix: append a sample of the questionnaire and any other document.
QUESTION 1
Applied to any organisation of your choice, discuss the 10 C’s of Internet Marketing. Students to list and explain providing an example of each of the following: 20 marks

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer</td>
<td>Should be the central focus of the organisation</td>
</tr>
<tr>
<td>Convenience</td>
<td>Internet provides greater freedom, flexibility and convenience</td>
</tr>
<tr>
<td>Corporate culture</td>
<td>Clearly communicated shared vision, commitment to customer and innovation</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Competition</td>
<td>The internet has brought a greater transparency in terms of price, promotions, PR, and new product and organisational development. A good tool for competitive analysis is Porter 5 factor analysis: substitutes, new entrants, rivalry among competitors, power of consumers, power of suppliers</td>
</tr>
<tr>
<td>Communications</td>
<td>The communication Mix, including interactions and outcomes between the sender and receiver based on the one-to-many model associated mass media.</td>
</tr>
<tr>
<td>Consistency</td>
<td>Consistency is needed among all channels of communication to ensure that the brand experience is consistent especially if the organisation is operating both the virtual and physical words.</td>
</tr>
<tr>
<td>Creative Content</td>
<td>Content is key in the digital era. For example, well designed answers to Frequently Asked Questions (FAQs).</td>
</tr>
<tr>
<td>Customisation</td>
<td>Refer to personalised, tailored communications as consumers have different needs. E.g. Different need in the segment may require different offerings and even different web interface i.e. pensioners vs students</td>
</tr>
<tr>
<td>Coordination</td>
<td>How all the organisational functions are well coordinated online?</td>
</tr>
<tr>
<td>Control</td>
<td>The internet has the power and ability to test events and activities through web analytics for instance it can generate statistical and financial data, e-CRM through customers surveys etc.</td>
</tr>
</tbody>
</table>

**QUESTION 2**

List and describe 5 (five) **levels** and 5 (five) **stages** of Web presence that your business could use.

**Five levels:**

- **Level 0** No site of web presence
- **Level 1** Minimal presence domain only
- **Level 2** Basic presence with company & product information
- **Level 3** Basic interaction (e-mail)
- **Level 4** Site developed to handle sales transactions
- **Level 5** Fully interactive with all stages of the buying process integrated

**Stages of Web presence: (students to follow the sequence)**

- **Stage 1:** Publish Static Page
Stage 2: Interact: enable community interaction
Stage 3: Transact: provide user-friendly self-service capability
Stage 4: Integrate: automate entire business
Stage 5: Transform: integrate entire business processes with customers and partners

QUESTION 3
Applied to any organisation of your choice, list and discuss with relevant examples any 5 (five) online Marketing Communication Tools.  

Students may suggest and discuss any five of the following online Marketing Communication Tools:

- Online Advertising
- Email Marketing
- Viral Marketing
- E-Public Relations, e-Press Relations, e-Disaster Recovery
- E-Commercial Newsletters
- Blogging, Social Media
- Online Sales Promotions
- Search Engine Optimisation

END
INSTRUCTIONS

- This is a closed book assessment
- Answer all questions & indicate that you have written the yellow test paper
- Read each question carefully
- Write as legible as possible, and as precise as possible
- Number your answers correctly

Question 1

The Web is what most people think about when they think of the Internet or even when they think of electronic marketing for that matter. However, the emergence of electronic marketing comes with several other tools besides the Web.

With relevant examples applied to any service provider of your choice, suggest and discuss any six (6) e-commerce fundamentals for marketing practice.  

You were expected to discuss with relevant examples and a diagram the following concepts:

- **B2C:** online marketing/buying and selling of goods and services to final consumers. E.g. Amazon.com; Dell
- **B2B:** online marketing and selling of goods and services directed to corporate customers or companies. Air Namibia website targeted to Tourism companies, Dell
- **C2C:** online exchange of goods and information between consumers. E.g. E-Bay site for selling, purchasing and lease, Consumer Reviews (Bizrate.com, epinions.com, TripAdvisor etc.)
- **C2B:** online exchanges in which consumers look out for business buyers, initiate offers and drive the terms of purchases E.g., customer bids - Priceline.com)
• **B2G**: online marketing and selling of goods and services initiated by businesses and directed to government, government agencies, Local Authorities, etc. e.g. SME & City of Windhoek
• **C2G**: online marketing and selling of goods and services initiated by consumers and directed to government, government agencies, Local Authorities, etc.

**Question 2**

With reference to the Internet terminologies, explain the following terms and provide a practical example of each:

a) **IP addressing**

An IP Address is a unique way of identifying each computer that connects to the Internet. The IP Address is a series of numbers that are separated by a period. 256.2.458.125 is an example of what an IP Address may look like. To make matters more confusing, an IP Address may also be assigned to another type of electronic device that also connects to the Internet. So not just computers are assigned an IP Address; however, the general definition remains true. IP addresses appear as four numbers separated by periods (dotted decimal notation).

b) **Packet Switching**

This is a method of breaking data files into small packets or chunks to send them across a network. Imagine that you have a data file, perhaps an email or a document which is 2 Megabytes in size. You want to send this file to someone in another country. When you send the file, it isn’t sent as one document, instead it is broken up into lots of small 'data packets'. For instance, a 2MB file would be broken up into chunks of 512 bytes in size. Each packet is sent, it is given a 'header' containing the network IP address that it needs to arrive at and details of the IP address from which it was sent. The header also gives each packet a number and records how many packets the data was split up into.

c) **Router**

A router is a networking device that forwards data packets between computer networks. Routers perform the “traffic directing” functions on the Internet (also referred to routing computers or gateway computers). A data packet is typically forwarded from one router to another through the networks that constitute the internetwork until it reaches its destination node. In packet-switched networks such as the Internet, a router is a device or, in some cases, software in a computer, that determines the next network point to which a packet should be forwarded toward its destination.

**Question 3**

With practical examples applied to Sanlam Namibia, discuss the importance of electronic and web-based marketing.
You were expected to discuss any four examples of how the internet has improved information sharing among partners, be it customers, distributors, suppliers and so on. Below are suggested answers, but you were not limited to these:

- Promotion, Advertising – fast, convenient, interactive
- Payments - instant, convenient, e-money
- Order or booking - convenient
- Reviews – efficient, fast, convenient
- Stock Control – convenient, efficient,
- Social Media interaction can be fun
- Global Reach
- Cost Savings, etc

End
INSTRUCTIONS

• This is a practical web design test
• This is an open book test
• Answer all questions
• Read each question carefully
• Use notepad and HTML Tags to create the webpages
• You are not allowed to talk or to look at your colleague’s work

Question 1
Create a website folder – name it with your name and student number.
Insert Page 1 as Home Page.
Use HTML tags to among others generate the following outputs for the Home Page:
• Titled – Volvo car specials 5
• Header 1 (FONT FACE= “Comic Sans MS” COLOR green) – Volvo products in Namibia: 5
• Header 2 – FONT FACE as desired – Check out for the best Volvo range this Saturday 5
• Header 3 – Don’t dare miss these special offers 5
• Paragraph (bold and centre) - visit our website and like us on Facebook 5
• Paragraph (align left and underline) – Hurry up, while stock last 5
• Insert a picture as background from your computer picture gallery/or from the internet 10

Question 2
Insert a second page to your website folder using HTML tags - name the page as Gallery and among others insert the following:
• Titled – Volvo car specials 2.5
• Insert a Header (H1) with words of your choice 2.5
• Insert a paragraph (colour Red) 2.5
• Insert Horizontal line after the paragraph (colour the line in blue) 2.5
• Insert 4 pictures related to Volvo products 10

NB: Save all your work, (both notepad files and webpages on a USB (provided by the Lecturer/Invigilator) and submit immediately. If the notepad files are not attached, the student will get zero for the entire test.
Suggested answer (Sample source document for web page)

Question 1

<html>
<head>
<title>Volvo car specials</title>
</head>
<body>
<body background="volvo.jpg">
<H1><FONT FACE= "Comic Sans MS" COLOR=Green> Volvo products in Namibia: </FONT></H1>

<H2><FONT FACE= "Verdana">Check out for the best Volvo range this Saturday</Font></H2>

<H3>Don't dare miss these special offers</H3>

<P><b><Center>
Visit our website and like us on Facebook
</Center></b></P>

<P><DIV ALIGN=left><u>
Hurry up, while stock last
</u></DIV ALIGN=left><u/>

</body>
</html>
Question 2

Suggested Answer

<html>
<head>
<title>Volvo car specials</title>
</head>
<body>
<p> We have a great variety of Volvo Products for you to select from </p>
</body>
</html>

NB: All work to be saved including the notepad (source document) and the internet pages on USB (provided).