

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
MARKETING/MANAGEMENT INFORMATION SYSTEMS AND E-COMMERCE –
CBU 2104/2109
JANUARY 2008 EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **four** questions.
(ii) Questions may be answered in any order
(iii) As **much as possible**, use **relevant examples**.
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1. What are the risks of e-commerce and how can these be overcome? **(25 marks)**
2. (a) Information Communication Technology (ICT) and in particular the Internet, has provided new communication and information opportunities for Zimbabwe Tourism Authority (ZTA). The CEO of ZTA has given you the important responsibility of investigating marketing possibilities using IT. Prepare a report to be presented to a team from Lupane to make them aware of the range of possibilities. Cite any examples of your choice in the report. **(20 marks)**
- (b) Why have the MIS systems found in many organizations been widely criticized? **(5 marks)**
3. (a) List the major benefits to a clothing retailer of connecting its EPOS system by EDI to the system of its major suppliers. **(15 marks)**
- (b) What are the main Transaction Processing Systems likely to be in a small retail company? **(10 marks)**
4. Mthiyane (Pvt) Ltd wants to introduce a comprehensive Marketing Information System. They have been told the system can improve customer service levels and provide service managers with more accurate information.
- They have approached you to prepare a report that outlines:
- (a) The key elements of such a marketing information system. **(12 marks)**
- (b) The technology that best supports the system. **(13 marks)**

5. Many companies trading in B2C marketing are using database marketing in order to develop relationships with the consumers. Discuss the kind of products that might benefit from this kind of strategy and those products that would not.

(25 marks)

6. Information Systems used to collect, generate and manipulate information can be classified as:

a. Decision support Systems

(5 marks)

b. Office Automation Systems

(5 marks)

c. Management Information Systems

(5 marks)

d. Transaction Processing Systems

(5 marks)

e. Execution Information Systems

(5 marks)

Write brief notes on each of the above information systems.

7. (a) How important is the role played by governments in facilitating Internet growth?

(15 marks)

(b) Describe the main challenges faced by marketers in the Internet age. Suggest how they may be addressed

(10 marks)