

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

SUPPLEMENTARY EXAMINATIONS- AUGUST 2011

MARKETING INFORMATION SYSTEMS AND E-COMMERCE - CBU 2104

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

- i) All questions carry **25** marks.
- ii) Questions can be answered in any order.
- iii) Credit will be given for the use of appropriate examples.
- iv) This paper consists of **Seven** questions.

QUESTION 1

Describe the Sales and Marketing Information Systems. **[25 Marks]**

QUESTION 2

Describe the Marketing Information System Framework and show its importance in an organization. **[25 Marks]**

QUESTION 3

Explain the following:

- a) Strategic Level Information Systems **[5 Marks]**
- b) I/P/O/Cycle **[5 Marks]**
- c) Stratified Sampling **[5 Marks]**
- d) Management Information Systems (MIS) **[5 Marks]**
- e) Transaction Processing Systems **[5 Marks]**

QUESTION 4

a) The Value Chain Concept by Michael Porter, is an important strategic tool in an organization. Discuss **[25 Marks]**

QUESTION 5

Discuss the importance of a Marketing Decision Support System (MDSS) in a marketing department. **[25 Marks]**

QUESTION 6

Analyse the major benefits and problems brought by E-Commerce. **[25 Marks]**

QUESTION 7

- a) Discuss the major threats to Web Sites. **[15 Marks]**
- b) With your knowledge of Marketing Information Systems, how can the threats be controlled? **[10 Marks]**

END OF EXAMINATION

