

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
MSC IN MARKETING
MARKETING INFORMATION SYSTEMS & E-COMMERCE – CBU 5201
TIME ALLOWED: 3 HOURS 30 MINUTES

INSTRUCTIONS

*Answer **all** questions.*

*Each question carries **20 marks**.*

QUESTION 1

Give a detailed explanation of a marketing information system. **[20 marks]**

QUESTION 2

Your organisation instituted a software project to re-engineer its manual marketing systems to computerised systems and you are part of the Project Development Team. The organisation wishes to build computer-based systems that it has total control of once they become operational.

What is the best design alternative you would recommend for the organisation? **[20 marks]**

QUESTION 3

Using an organisation of your choice, give real life situations in the Zimbabwean context in which the organisation benefits from e-commerce and challenges it faces. **[20 marks]**

QUESTION 4

Extranets are gaining a tremendous upward trend usage in many Zimbabwean business organisations. Give practical examples of merits that accrue from the use of extranets. **[20 marks]**

QUESTION 5

Office automation is an attempt to create a paperless office. Discuss. **[20 marks]**

END OF PAPER!!!