NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BACHELOR OF COMMERCE (HONOURS) DEGREE IN MARKETING

MARKETING INFORMATION SYSTEMS & E-COMMERCE – CBU 2104

FINAL EXAMINATION – JANUARY 2013

TIME ALLOWED: 3 HOURS

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<u>INSTRUCTIONS TO CANDIDATES</u>

Answer any **Four** questions.

<u>INFORMATION TO CANDIDATES</u>
(i)   All questions carry **25** marks each.
(ii)   Questions may be answered in any order.
(iii)   Credit will be given for the use of appropriate examples.
(iv)   This paper contains **Seven** Questions.

<u>QUESTION 1</u>

Marketing managers in businesses are often classified under three levels; operational, tactical (middle) and strategic. Discuss how marketing information systems can effectively support each of the levels.   **[25 Marks]**

<u>QUESTION 2</u>

Internet is a useful tool in marketing research. Evaluate the extent to which the Internet can be used to conduct focus groups online thereby saving the costs of venue hire.

[25 marks]

QUESTION 3

Demonstrate your understanding of the following marketing information system terms:-

(a) B2C E-Commerce   **[5 Marks]**
(b) C2C E-Commerce   **[5 Marks]**
(c) Data processing subsystem   **[5 Marks]**
(d) The need for marketing information system (MkIS)   **[5 Marks]**
(e) Marketing Decision Support System (MDSS) Database.   **[5 Marks]**

QUESTION 4

'Understanding the sales and marketing process assists in the identification of the marketing information systems to be used on each stage'. Discuss.   **[25 Marks]**

QUESTION 5

Discuss the major threats to the Internet and the control organisational measures that can be used.   **[25 Marks]**

QUESTION 6

Discuss the role of information technology (IT) and marketing information systems in marketing using the '**Six I's Model**'.   **[25 Marks]**

QUESTION 7

Evaluate the importance of an intelligence subsystem in marketing information systems.   **[25 Marks]**

END OF EXAMINATION