

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
SUPPLEMENTARY EXAMINATION – AUGUST 2013
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **Four** questions.

INFORMATION TO CANDIDATES

- (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.

QUESTION 1

Analyse the following marketing models in relation to the interpretation of marketing information systems and directions to decision making:-

- (a) Brand switching models **[8 Marks]**
- (b) Spreadsheets 'what if models' **[8 Marks]**
- (c) Time series sales models. **[9 Marks]**

QUESTION 2

Discuss the benefits that could be expected if an organisation were to implement the following marketing information system concepts:-

- (a) Customer Relationship Management (CRM) **[10 Marks]**
- (b) The marketing mix. **[15 Marks]**

QUESTION 3

Demonstrate your understanding of the following marketing information terms:-

- (a) E-Commerce security **[5 Marks]**
- (b) Threat to the Internet **[5 Marks]**
- (c) E-Commerce marketing considerations **[5 Marks]**
- (d) Marketing intelligence **[5 Marks]**
- (e) Marketing information systems reports. **[5 Marks]**

QUESTION 4

Show how the sales and marketing information systems can be utilised by managers at :

- (a) Strategic level applying the demographic market forecasting systems and the competitor applications systems. **[12 Marks]**
- (b) Operational level applying the sales support systems and the credit information systems. **[13 Marks]**

QUESTION 5

Using the problem solving process, analyse the application of a Marketing Decision Support System (MDSS) in an organisation. **[25 Marks]**

QUESTION 6

Explain the value addition by marketing information systems to a marketing department. **[25 Marks]**

QUESTION 7

Explain how the Internet can influence the consumer decision process for the following types of purchase decisions:-

- (a) Buying tickets for a soccer match **[8 Marks]**
- (b) Buying a television set **[8 Marks]**
- (c) Booking a hotel in Zimbabwe. **[9 Marks]**

END OF EXAMINATION