****

**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 454**

**COURSE TITLE: MARKETING INFORMATION SYSTEMS**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 07/08/18 TIME: 09.00-12.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Discuss the scope of market research **[10 marks]**
2. Define database marketing and discuss its benefits to business **[9 marks]**
3. While a large number of organizations have already incorporated DSS into business decision making, a lot are still resistant to integrate it. Explain why they are still hesitant in adopting a DSS **[6 marks]**

**QUESTION TWO**

1. Discuss the objectives of product planning **[10 marks]**
2. State the factors that helped in the spread of marketing information systems  **[5 marks]**

**QUESTION THREE**

1. Discuss the objectives of pricing in organization **[10 marks]**
2. Explain your understanding of marketing intelligence and state its primary purpose **[5 marks]**

**QUESTION FOUR**

1. Discuss the factors that lead to success of new products **[10 marks]**
2. Briefly explain the limitation decision support systems **[5 marks]**

**QUESTION FIVE**

1. Define promotion strategy and discuss the factors in the promotion mix **[9 marks]**
2. A Marketing Information System supplies three types of information, discuss **[6 marks]**

**QUESTION SIX**

1. Define market intelligence and discuss the domains of market intelligence **[9 marks]**
2. State and explain three forms of market intelligence that business can engage in **[6 marks]**