



GARISSA UNIVERSITY

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

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 432

COURSE TITLE: ELECTRONIC MARKETING SYSTEMS

EXAMINATION DURATION: 3 HOURS

DATE: 08/05/18

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)

- (a) Define the following terms
- i. Electronic Marketing [1 Mark]
 - ii. Marketing Information Systems [1 Mark]
 - iii. Internet Marketing [1 Mark]
 - iv. Social media [1 Mark]
- (b) Internet-based media offer a range of opportunities for marketing products and services across the purchase cycle, discuss the marketing applications of Internet Marketing [10 Marks]
- (c) Discuss the benefits of relationship marketing [6 Marks]
- (d) Highlight the factors in the digital Macro-economic environment [5 Marks]

QUESTION TWO

- (a) Define the digital Micro economic environment [1 Mark]
- (b) Discuss the factors in the digital micro-economic environment [10 Marks]
- (c) Highlight four types of market research design/methods. [4 Marks]

QUESTION THREE

- (a) Discuss how Mobile phones can be used to reach audience [6 Marks]
- (b) Discuss the features of Mobile phones that enable it to be the most remarkable marketing tool. [9 Marks]

QUESTION FOUR

Discuss the benefits of engaging with your customers through online social channels [15 Marks]

QUESTION FIVE

- (a) Discuss the benefits of Electronic Customer relationship Management (E-CRM) to Organizations [7 Marks]
- (b) CRM Supports various marketing applications. Discuss [8 Marks]

QUESTION SIX

- (a) Discuss the characteristics of interactive Marketing Communication. [7 Marks]
- (b) With an increasingly competitive and expanding market, the amount of information needed daily by an organization is profound. Thus, they have to establish a Marketing Information system. Discuss the various advantages of marketing information systems [8 Marks]

