



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM4213: ELECTRONIC MARKETING

WEDNESDAY JULY 30TH, 2014

1800HRS – 2100HRS

INSTRUCTIONS

- This exam paper has **Seven** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.

Attempt Any Five Questions Of Your Choice.

QUESTION ONE

(a) As a new Marketing manager for Devki ltd a still milling company in Athi-river, what e-marketing applications can you suggest to the company's management board for all the marketing activities. **(10marks)**

(b) Explain the main challenges that face marketers as they transact over electronic medium. **(10marks)**

QUESTION TWO

Identify and describe any five internet macro-environmental factors. **(20marks)**

QUESTION THREE

Citing examples as appropriate, explain any five implications of internet to the company products. **(20 marks)**

QUESTION FOUR

(a) Explain the major benefits of electronic customer relationship marketing (e-CRM). **(10marks)**

(b) Explain any five areas in which customer relationship can be applied in marketing. **(10 marks)**

QUESTION FIVE

(a) Explain any three site user requirements in delivering an effective online customer experience. **(10marks)**

(b) Describe any five security issues that online marketing firms are exposed to and suggest way of overcoming each. **(10 marks)**

QUESTION SIX

(a) Discuss any five benefits of social media as a marketing communication tool **(10marks)**

(b) Explain five risks of social media marketing **(10marks)**

QUESTION SEVEN

(a) Define the term web analytic **(4marks)**

(b) Explain the major Benefits of web analytics **(16marks)**