



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF COMMERCE
SEPTEMBER-DECEMBER 2019

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BUM4213

COURSE TITLE: ELECTRONIC MARKETING

EXAM DATE: FRIDAY 6TH DECEMBER 2019

DURATION: 2 HOURS

TIME: 5:30PM-7:30PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script consists of **Six (6)** questions.
- Answer **ALL questions in SECTION A (compulsory)** and **Any other three (3)** questions from **SECTION B**
- *ALL PAC University's examination rules and regulations apply*

SECTION A: **COMPULSORY QUESTION** **{30 MARKS}**

QUESTION 1

- (a) Define the following terms used in electronic marketing
 - i. Electronic commerce and E-business and Electronic marketing. **(3 Marks)**
 - ii. Intranet and Extranet and Internet. **(3 Marks)**
- (b) Identify THREE types of ecommerce businesses. **(3 Marks)**
- (c) Describe FOUR social media marketing tools. **(4 Marks)**
- (d) Modern technology presents challenges to marketing ethics. State FOUR of them. **(4 Marks)**
- (e) Explain the FOUR parties usually involved in e-payments. **(8 Marks)**
- (f) Identify THREE security standards adopted by organizations while using social media for marketing. **(3 Marks)**
- (g) Explain TWO methods that are used to conduct market research on-line. **(2 Marks)**

SECTION B: **ANSWER ANY THREE QUESTIONS** **{10 MARKS EACH}**

QUESTION 2

- (a) Using examples, identify TWO environmental and green issues related to Internet usage. **(4 Marks)**
- (b) Imagine you are about to set up a business online. Explain how you would go about investigating the micro-environment as part of your situation analysis. **(6 Marks)**

QUESTION 3

- a) Explain TWO applications of dynamic pricing on the internet. **(4 Marks)**
- b) Explain THREE ways of setting prices online. **(6 Marks)**

QUESTION 4

- (a) Using examples, discuss the extent to which Porter's five forces model is applicable for analyzing competition in digital markets. **(10 Marks)**

QUESTION 5

- (a) Explain FIVE main elements of the online promotional mix. **(5 Marks)**
- (b) Discuss FIVE E-commerce business models. **(5 Marks)**

QUESTION 6

- (a) Describe TWO legal issues that concern 'Use and Protection of Intellectual Property in Online Business' **(2 Marks)**

(b) Explain FOUR ways in which online businesses can use digital media to increase customer loyalty and value. **(8 Marks)**