



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM4213: ELECTRONIC MARKETING

FRIDAY NOVEMBER 28TH, 2014

1400HRS – 1700HRS

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.
- Use a new page for every question attempted and indicate the question number on the space provided on each page of the answer sheet.

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)**