



**PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END TERM EXAMINATION**

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUM 4213

COURSE TITLE: ELECTRONIC MARKETING

DATE: WEDNESDAY 3rd AUGUST 2016

TIME: 17:30HRS-20:30HRS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer **QUESTION ONE** and any other **FOUR**
- Write your student number on the answer booklet provided.

QUESTION ONE

Case study

Zed Company launched their on-line business in 2009 and their sales shot from zero to Kes 600million per month in the first month of operation. The reason for this is that they totally re-engineered their processes to include small and medium-sized businesses. Previously only Zed's larger customers were connected to them by expensive EDI networks, leaving the small and medium-sized companies sending faxes or phoning in orders or requirements. Zedcompany concentrated on procurement and customer support for a range of their products (including computer chips and microprocessors), developing an extranet (which is the linking of a number of intranets using Internet technology with added security creating virtually private networks). By using the extranet, authorized small and medium-sized business partners could place orders, track the orders and look at product documentation on the site. The savings for Zed Company and their customers were large. They eliminated 60,000 faxes in a quarter to Uganda alone, saving on time, telephone charges and fax paper. Eleven of the larger Zed companies were connected to another system which let Zed link to customer plants across the Internet to track part consumption.

Required;

- ai. Describe **Three** possible objectives of Zed company (3mks)
- ii. Explain **three** advantages of e- marketing **from** the case study (6mks)
- iii. Discuss **Five** possible challenges Zed company is likely to face in their new venture (10mks)
- b. Highlight **Three** micro factors affecting E-Marketing today (3mks)
- c. Citing relevant examples describe **Three** ways showing how the Internet can be used in the promotion element of the mix (6mks)
- d. Explain the impact of electronic marketing to global business (10mks)
- e. Give **two** elements of site design (2mks)

QUESTION TWO

- a. Highlight **three** methods for setting pricing online (3mks)
- b. Explain **Three** factors to consider when in designing and structuring a website (6mks)
- c. Describe **Three** reasons for conducting an online marketing research (6mks)

QUESTION THREE

- a. Explain **Five** common internet threats to businesses today (10mks)
- b. Managing the security of business data is one of the ways of dealing with cyber security. State **Five** ways of making sure that your business data is securely managed (5mks)

QUESTION FOUR

- a. Define Mass customization (2mks)
- b. Highlight **Three** ways of managing online content (3mks)
- c. Discuss **Five** core requirements for a web site (10mks)

QUESTION FIVE

- a. Define customer life cycle (2mks)
- b. Describe **Four** classic marketing activities of customer relationship management (8mks)
- c. Give **Five** benefits of relationship marketing as a marketer (5mks)

QUESTION SIX

- a. Explain **Three** groups of internet customers (6mks)
- b. Mention **Three** characteristics of names in internet branding (3mks)
- c. Explain **Three** factors marketers should consider to enhance online customer experience (6mks)