



**PAN AFRICA CHRISTIAN UNIVERSITY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE**

BACHELOR OF BUSINESS LEADERSHIP

MAY-AUGUST 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUM4213.

COURSE TITLE: ELECTRONIC MARKETING.

EXAM DATE: WEDNESDAY 26th JULY 2017

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- This exam script has **SIX questions**
- Read all questions carefully before attempting.
- *ATTEMPT QUESTION ONE AND ANY FOUR QUESTIONS OF YOUR CHOICE.*
- Write your **student number** on the answer booklet provided.

QUESTION ONE

- a) *Describe citing examples various **e-marketing** applications that you can suggest to your 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)*
- c) *Identify and describe any five internet macro-environmental factors. (20marks)*

QUESTION TWO

Citing examples as appropriate, explain any five implications of internet to the company products. (15 marks)

QUESTION THREE

Explain the major benefits of electronic customer relationship marketing (e-CRM). (15marks)

QUESTION FOUR

Describe any five security issues that online marketing firms are exposed to and suggest way of overcoming each. (15 marks)

QUESTION FIVE

Discuss any five benefits of social media as a marketing communication tool (15marks)

QUESTION SIX

Explain the major Benefits of web analytics (15marks)