



ICM

SEPTEMBER 2015

IT FOR MARKETING MANAGEMENT

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. Describe the potential of TV and radio advertising and the impact that IT trends in the digital age have on the effectiveness of such advertising. [20]
 - 2. Discuss the role of database systems in the marketing function. [20]
 - 3. Discuss how an organisation can improve its knowledge of their customers by the use of IT. [20]
 - 4. How is the Internet changing the rules on pricing? Give examples. [20]
 - 5. Describe the concept of 'direct marketing' and give examples of how this might be adopted using the latest technology. [20]
 - 6. What factors have driven the resurgence of direct marketing in recent years? [20]
 - 7. What are the advantages and disadvantages of using secondary data for marketing analysis, and how does this differ from using primary data? [20]
 - 8. There has been at least three generations of sales force automation:
 - i Personal information and contact management
 - ii The networked sales force
 - iii Technology-enabled sellingBriefly comment on these THREE areas of sales development and give examples of specific types of IT sales software (for example SFA and CRM). [20]