



# ICM

DECEMBER 2016

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. What are the challenges faced in creating global brands? [20]
  2. Describe the main elements of a marketing information system and discuss the problems in developing such a system. [20]
  3. What are the SIX different stages of the product development life cycle? Explain how IT can be involved in EACH stage. [20]
  4. As the economic downturn leads companies to provide a better, more competitive service, explain how information systems are used effectively to build customer relationships and customer loyalty. Give examples. [20]
  5. What are the SEVEN steps that should be followed in designing a customer database? [20]
  6. Explain what is meant by '**Mining Customer Data**' and give THREE examples of data mining techniques. [20]
  7. Define **database marketing** and explain the advantages and disadvantages of using a database in marketing . [20]
  8. The Internet is now widely used in the marketing function. Describe how a company can use the Internet effectively in marketing its products and services. [20]