



# ICM

JUNE 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. The Internet is being used more and more for a variety of marketing and company public relations activities. Give FOUR examples (in detail) of typical public relations activities used by companies using the Internet. In EACH example, state who benefits from this activity and why? [5 each]
  2. Explain the term **database marketing** and describe some of the ways this can be used in assisting the sales function. [20]
  3. As the current challenging economic environment 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]
  4. Discuss the major changes the development of IT has had on the sales function over the last decade. [20]
  5. Assess the benefits of call centres for customer service. How can call centres improve the service to customers and how does information technology contribute to this? [20]
  6. Explain the differences between secondary and primary research and discuss how technology can be used to assist in the market research function. [20]
  7. Discuss the key benefits of using electronic commerce. What is the main public concern about using e-commerce and how can this be addressed? [20]
  8. Computer-integrated manufacturing (CIM) is a concept describing how computers are used in advanced manufacturing. Name THREE applications that can be part of a CIM program or used on their own. [20]