



ICM

MARCH 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. Computer-integrated manufacturing (CIM) is a concept describing how computers are used in advanced manufacturing. The following are three types of computer software that can help manufacturing. Explain these THREE terms and give examples of how they assist in the manufacturing process.
 - a) CAD [5]
 - b) MRP [5]
 - c) CAM [10]
 2. Explain the key internal and external data sources for the collection of secondary research data, and what the advantages and disadvantages are of using such data. [20]
 3. What are the main elements of a marketing information system? Discuss the problems in developing such a system. [20]
 4. What is the difference between sales force automation (SFA) and customer relationship management (CRM)? [20]
 5. Discuss the issues of managing data privacy in the digital age. [20]
 6. Describe how global companies are using information technology to increase their markets. [20]
 7. What are the key issues involving pricing in the Internet age? [20]
 8. The marketing director of a national company in the hotel and leisure industry has asked you to write a brief report on how the Internet can be used to promote and advertise the company. Describe the advantages of using this technology and comment on any issues that may need to be considered. [20]