



# ICM

MARCH 2017

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 [ ]
1. What are the key stages in the development of a marketing information system? Discuss the problems in developing such a system. [20]
  2. What are the main forms of electronic commerce? Explain the advantages and the key disadvantage of using electronic commerce and how this can be reduced. [20]
  3. The Managing Director of a national engineering company 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]
  4. Discuss the effects major changes in the development of IT have had on customer databases, tracking, segmentation and other areas of sales. [20]
  5. How is the Internet changing the rules on pricing? Give examples. [20]
  6. Describe what is meant by the term '**direct marketing**' and give examples of how this might be adopted using the latest technology. [20]
  7. How can global companies increase market share by the use of the Internet? What are some of the advantages and disadvantages in taking this approach? [20]
  8. Discuss the importance of relationship marketing with regard to a company's stakeholders and explain the use of CRM in maintaining these relationships. [20]