



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT (BTHM S14-PT)

Type unit code **BMK 4441: E-MARKETING**

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date **DECEMBER 2016**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **Choose instruction.**

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

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- a) Explain the following terms as used in electronic marketing
- i. Intranet
 - ii. Extranet
 - iii. C 2 C
 - iv. Competitive marketing intelligence
 - v. E-marketing

(10 marks)

- b) Identify and discuss the major forms of direct marketing.(12 marks)

c) Explain how companies have responded to the internet and other powerful new technologies with online marketing strategies.(8 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO (20 Marks)

- a. Define sustainable e-marketing and discuss its importance.
(10 marks)
- b. List and define the steps in the business buying decision process.
(10 marks)

QUESTION THREE (20 Marks)

- a. Discuss three advantages and disadvantages of using banner ads in electronic marketing
(12 marks)
- b. Describe four uses of banner ads in business.(8 marks)

QUESTION FOUR (20 Marks)

- a. Define segmentation and explain three benefits and three limitations of segmentation.
(8 marks)
- b. Discuss how companies go about conducting online marketing to profitably deliver more value to customers.
(12 marks)

QUESTION FIVE (20 Marks)

- a. Discuss how the international trade system and the economic, political, legal and cultural environments affect a company's international marketing decisions.
(12 marks)
- b. Explain how tourism and hospitality businesses adapt their marketing mixes for international markets.
(8marks)