

TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL STUDIES

DEPARTMENT OF HOSPITALITY AND TOURISM

**UNIVERSITY EXAMINATIONS FOR DEGREE IN BACHELOR OF SCIENCE IN
TOURISM MANAGEMENT**

BMK 4441 UNIT E- MARKETING

SPECIAL SUPPLEMENTARY EXAMINATIONS

SERIES :SEPT. 2017

TIME : 2 HOURS

INSTRUCTIONS

Answer question ONE (COMPULSORY) in Section A and any other Two questions in Section B

QUESTION ONE

- 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

(5marks)

- b. Explain the importance of information in gaining insights about the market place and customers.
(10 marks)
- c. Outline the steps in the marketing research process.
(10 marks)
- d. Identify the major social criticisms of marketing.
(5 marks)

QUESTION TWO

- a. State and explain six benefits of e-marketing for small businesses

(12 marks)

- b. Discuss four objectives of e-marketing to a business enterprise.

(8 marks)

QUESTION THREE

- a. Before spending a great deal of time finalizing a specific e-marketing campaign for your business you need to identify and assess the resources required. Discuss four issues you need to consider before launching it.

(8 marks)

- b. State and explain six elements of website design.

(12 marks)

QUESTION FOUR

- 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 FIVE

- 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)