

**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)