



# TECHNICAL UNIVERSITY OF MOMBASA

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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)

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

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME:2HOURS**

**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.**

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## **SECTION A (Answer all the questions)**

### **QUESTION ONE (30 marks)**

- State and explain four major online marketing domains (8 marks)
- State five objectives of e-marketing (10 marks)
- Discuss what customers expect from online business or website (10 marks)
- Explain the different between e-commerce and e-marketing (2 marks)

## **SECTION B (Answer only TWO questions)**

### **QUESTION TWO (20 Marks)**

- Discuss four major factors that influence customer buyer behavior (12 marks)
- Explain four types of buying behavior and the stages in the buyer decision process (8 marks)

**QUESTION THREE (20 Marks)**

- a. Discuss five consumers stages in the process of adopting a new product (10 marks)
- b. Discuss how the international trade system and the economic, political legal environment affect a company's international marketing decisions (10 marks)

**QUESTION FOUR (20 Marks)**

- a. Explain how companies adapt their marketing mixes for international markets (10 marks)
- b. Discuss the major trends and developments in retailing (10marks)

**QUESTION FIVE (20 Marks)**

- a. Discussion how companies go about conducting online marketing to profitability deliver more value to customers (10marks)
- b. Explain how companies have responded to the internet and other powerful new technologies with online marketing strategies (10 marks)

