CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR IN COMMERCE**

BCOM 323: MARKETING INFORMATION SYSTEMS

STREAMS: BCOM   **TIME: 2 HOURS**

DAY/DATE: THURSDAY 25/03/2021   **11.30 A.M. – 1.30 P.M.**

INSTRUCTIONS:
- *Answer question one and any other two questions*
- *Do not write anything on the question paper*

1. Marketing information systems (MIS) is a set of procedures and methods for the regular, planned collection, analysis and presentation of information for use in marketing decisions. Based on this clarification regarding MIS, undertake the following:

a) Clarify as to why Internal Marketing is needed in organizations   **(10 marks)**

b) Identify (i) the environmental factors monitored by a MIS and (ii) the types of marketing decisions which MIS seeks to underpin   **(6 marks)**

c) Differentiate between recurrent, monitoring and requested information   **(6 marks)**

d) Provide an highlight on the benefits of customer Relationship Management **(8 marks)**

2. The Management of New Mwanjati Procedure Ltd require you to clarify the following regarding MIS:

(a) The types of request, recurrent and monitoring information an MIS can provide to the brand manager, advertising manager & sales manager. (10 marks)

(b) The decision models in a MDSS used by marketing intermediaries. (10 marks)

3. As the marketing manager of Mungoni Green Grocers Ltd, support your team undertake the following tasks:

(a) (i) Identify the groups into which you can segment a group of employees for effective communication and (ii) demonstrate how you can target each group with different types of communication to achieve a desired effect. (10 marks)

(b) Expound on the term "model" as used in a marketing decision support system (MDSS) and the general application of models. (10 marks)

4. The management of Chuka Young Packers PLC requires your input on the following:

(a) Distinguish between

  i.   A MIS and a MDSS (5 marks)

  ii.   A marketing research system and marketing intelligence system (5 marks)

(b) Expound on the nature and value of a MIS and why it is normally difficult to provide the different managers with the requires information (10 marks)

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