

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCOM 323: MARKETING INFORMATION SYSTEMS

STREAMS: BCOM Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 10/12/2018

11.30 AM – 1.30 PM

INSTRUCTIONS:

- **Answer Question One and any other Two Questions do not write anything on the question paper**

1. As the Marketing Manager of Kanua Packers Ltd, help your team understand Marketing Information Systems (MIS) by undertaking the following:
 - (a) Using practical examples, justify why marketers may decide to use other non-traditional media options to promote their products. [5 marks]
 - (b) Assist your organization to differentiate the necessary components required to make a Marketing Support System (MDSS) effective. [10 marks]
 - (c) Justify why while engaging in Internal Marketing, we need to segment the internal customers into different groups. [9 marks]
 - (d) Offer guidance to a company on how it can transform itself into a market driven company. [6 marks]
2. Using your expertise in MIS, undertake the following tasks:

- (a) Distinguish the steps you recommend be followed by a Marketing Manager undertaking customer relationship management. [8 marks]
- (b) Marketing Decision Support Systems (MDSS) employ the use of model to navigate different situations. Distinguish the circumstance under which the Markov process, queuing and new product pretest models can be used. [12 marks]
3. Assist members of the marketing society of Kenya as follows:
- (a) With aid of a diagram, demonstrate the interrelationship of the components of an MIS. [11 marks]
- (b) Recommend the specific sequential steps marketers have to follow in setting up a benchmarking system in their organizations. [9 marks]
4. Your management requires you to undertake the following tasks:
- (a) (i) Differentiate between primary and secondary data
(ii) Describe the possible sources of secondary data that a marketing researcher can utilize. [11 marks]
- (b) Distinguish between an MIS and a MDSS [4 marks]
- (c) Offer guidance to a firm on how it can transform itself into a market driven company. [5 marks]
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