

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCOM 323: MARKETING INFORMATION SYSTEMS

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer question ONE and TWO questions
- Do not write anything on the question paper

Q1. You are required to use your skills in Marketing Information Systems (MIS) to undertake the following:

- (a) Differentiate between data base, data warehousing and data mining [5 marks]
- (b) Justify the bases upon which you would recommend the adoption of Customer Relationship Management (CRM) by a sales function in a company [8 marks]
- (c) Demonstrate to your team how you can use the Internal Reports Systems as a rich source of different categories of internal secondary data [9 marks]
- (d) Differentiate the possible sources of marketing intelligence [8 marks]

Q2. The management of Njuri Nceke Processors Ltd require you input as follows:

- (a) Even though MIS and marketing research are interrelated, their focus is different. Discuss [3 marks]
- (b) What approaches (based on different software packages) to customer relations management will you recommend to the company's management [12 marks]
- (c) Provide the sales capabilities of a customer relationship management systems [5 marks]

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- Q3. Assist members of your local county youth investment forum as follows:
- (a) Identify the information that can be generated from a sales invoice [10 marks]
 - (b) Differentiate between the media that can be used to communicate with different internal audiences [10 marks]
- Q4. As a MIS consultant, assist your client as required here below:
- (a) Distinguish between the different ways of scanning the environment for marketing intelligence [5 marks]
 - (b) Describe the steps a company can take to improve the quality of its marketing intelligence [10 marks]
 - (c) Highlight the business scenarios which indicate when an Internal Marketing programme is necessary [5 marks]
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