

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCOM 323: MARKETING INFORMATION SYSTEM

STREAMS: BCOM Y3S1 (ODEL)

DAY/DATE: THURSDAY 07/08/2025

TIME: 2 HOURS

8.30 A.M. – 10.30 A.M

Instructions to Candidates:

- Answer question **ONE** and any other **TWO** questions

QUESTION 1 (Compulsory) – 30 Marks

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

- (a) Discuss the ethical and legal considerations involved in collecting and using customer data. (10 marks)
- (b) Explain how data security threats can affect MIS performance and how organizations can mitigate these risks. (10 marks)
- (c) Define a Marketing Information System (MIS) and explain its key components. (10 marks)

QUESTION 2 – 20 Marks

- (a) Differentiate between internal and external data sources used in MIS. Provide examples of each. (10 marks)
- (b) Describe two primary data collection methods and evaluate their usefulness in market analysis. (10 marks)

QUESTION 3 – 20 Marks

- (a) Explain how marketing dashboards and reports assist in tracking performance indicators such as customer satisfaction and sales trends. (10 marks)
- (b) Identify and explain the key features of a Decision Support System (DSS) in the context of marketing. (10 marks)

QUESTION 4 – 20 Marks

- (a) Describe how MIS contributes to effective segmentation, targeting, and positioning strategies. (10 marks)
- (b) Explain how CRM (Customer Relationship Management) systems benefit marketers. (10 marks)
-