



Riara School of Business
Nurturing business innovators

SEPTEMBER - DECEMBER 2015 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION

DAY PROGRAMME

BMK 407: INTERNET MARKETING

DATE: DECEMBER 2015

TIME: 2 HOURS

INSTRUCTIONS

- i) Answer question one and any other two**
 - ii) Marks allocated to each question are shown at the end of the question**
 - iii) Arrange your work neatly and indicate the questions answered in the examination booklet**
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QUESTION ONE: COMPULSORY - 30 MARKS.

- (a) (i) What is internet marketing? (3 Marks)**
- (ii) Highlight any four benefits of internet marketing to a company. (4 Marks)**
- (ii) Highlight any two disadvantages of internet marketing. (2 Marks)**
- (b) Differentiate between “click and motor companies” versus click only companies. (6Marks)**
- (c) List and briefly explain the four online marketing domains. (8 Marks)**
- (d) What is the “Zero Moment of Truth”? (3 Marks)**
- (e) Highlight any four differences between traditional methods of marketing and internet marketing. (4 Marks)**

QUESTION TWO:

- (a) What is electronic customer relationship management (e-CRM)? **(2marks)**
- (b) Briefly explain any **four** benefits of e-CRM. **(8 Marks)**
- (c) Outline the differences between permission marketing and interruption marketing including references to the terms 'opt-in' and 'opt-out'. **(6 marks)**
- (d) Outline **four** different methods of building website traffic **(4 Marks)**

QUESTION THREE:

- (a) (i) What is social media marketing? **(3 Marks)**
(ii) Name any **two** social media used by companies for marketing. **(2 Marks)**
- (b) Name any **three** challenges companies face in participating in online social networks **(3 Marks)**
- (c) Explain any **three benefits** and any three challenges of using electronic mail (email) as a marketing tool by a company. **(6 Marks)**
- (d) There are three main ways in which companies can reach their customers in digital communications: Paid media, earned media and owned media. Explain the meaning of each term. **(6 Marks)**

QUESTION FOUR:

- (a) What is e-procurement? **(2 Marks)**
- (b) Outline the main reasons for e-procurement. **(4 Marks)**
- (c) Current adoption levels of e-procurement are low. Identify the main reasons for this. **(4 Marks)**
- (d) Outline the main benefits for e-procurement. **(4 marks)**
- (e) Highlight the differences between traditional methods procurement and e-procurement. **(6 Marks)**

