

**MOI UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR

(ACADEMICS, RESEARCH & EXTENSIONS )

**UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

SECOND YEAR SECOND SEMESTER EXAMINATION

**FOR DIPLOMA**

**IN**

**INFORMATION TECHNOLOGY**

**COURSE CODE:** DIT 033

**COURSE TITLE:** MARKETING

**DATE :**  5TH SEPTEMBER, 2016 **TIME:** 9.00 A.M – 11.30 AM

**INSTRUCTIONS TO CANDIDATES**

* SEE INSIDE.

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MOI UNIVERSITY

SCHOOL OF INFORMATION SCIENCES

DEPARTMENT OF INFORMATION TECHNOLOGY

DIPLOMA IN INFORMATION TECHNOLOGY

END OF SEMESTER EXAMS – YEAR II SEMESTER II

2016/2017 ACADEMIC YEAR - SEPTEMBER 2016 EXAMINATIONS

DIT 033: MARKETING

Time: 2 hours 30 minutes

*Instructions to candidates*

* Section A is compulsory
* Answer any two questions in section B

**SECTION A – COMPULSORY: ANSWER ALL QUESTIONS (30 MARKS)**

**QUESTION 1**

1. Information and communication Technology has significantly contributed in the marketing process. Explain any **FIVE** merits and any **FIVE** demerits of using ICT in modern marketing.

(10 mks)

1. Describe the main phase in the development of a new product. (10 mks)
2. Explain the following terms as used in marketing: (10 mks)
3. E-commerce
4. Advertising
5. Branding
6. Product
7. Marketing niche

**SECTION B- Answer any TWO Questions (20 marks each)**

**QUESTION 2**

1. Using relevant examples form an organization of your choice, describe the Product Life Cycle (PLC). (10 mks)
2. Discuss the Macro environmental factor that affect the international marketing companies in the modern world. (10 mks)

**QUESTION 3**

1. Explain any **FIVE** factors you would consider in selecting a communication channel to use in your marketing process. (5 mks­­­­­­)
2. Explain the role of effective communication in the marketing function of citing relevant examples from an organization of your choice. (5 mks)
3. Describe the **Marketing Mix** concept and its importance in marketing. (10 mks)

**QUESTION 3**

1. Identify an explain the various marketing segmentations used in a modern organization.

(5 mks)

1. Explain any **FIVE** benefits that an organization would derive through a product promotion by use of modern information technologies. (5 mks)

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1. Packaging is more than putting a product in the container, it embodies everthing that the product or service means to consumers. Using relevant examples in the market, discuss the merits of packaging. (10 mks)

**QUESTION 5**

ABC Ltd uses modern technology in maintain their daily records both locally and regionally. They have an inventory system connected to their supplies such that the chain of companies. They also have an established information system where they can interact freely with their customers. This has greatly improved the efficiency in their operations as well as led to remarkable increase in the companies sales.

1. Explain the benefits of the above stated system used by ABC Ltd to both Customers and Suppliers. (5 mks)
2. Describe any **TWO** systems that you would recommend to ABC Ltd marketing department to develop in order to gain competitive advantage in the business. (5 mks)
3. Explain the strategies that ABC Ltd can apply in pricing its products and services in order to gain competitive advantage in the business. (10 mks)

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