

**BERJAYA BUSINESS SCHOOL****FINAL EXAMINATION**Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BMK2405 E-Marketing**
Semester & Year : May 2017 – August 2017
Lecturer/Examiner : Mr Goh Poh Kim
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:

PART A (60 marks) : FOUR (4) Short Answer Questions. Answer all of them; answers are to be written in the Answer Booklet provided.

PART B (40 marks) : TWO (2) Essay Questions. Answer all of them; answers are to be written in the Answer Booklet provided.

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.

3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.

4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Online intermediaries can be classified according to their business model. Discuss any **THREE (3)** of them. (15 marks)
2. Company has benefited a lot from utilization of Customer Relationship Management (CRM) application. Describe any **THREE (3)** benefits of CRM. (15 marks)
3. When a company utilizes Internet for conducting business, consumers' characteristics affect the Internet use. Discuss any **THREE(3)** characteristics that affects the usage. (15 marks)
4. Each media has its own strengths and weaknesses. Identify any **THREE (3)** media a company can utilize for advertisement purposes. Describe **ONE (1)** strength and **ONE (1)** weakness of the identified 3 medias compare to Internet media. (15 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : TWO (2) essay questions. Answer ALL questions in the Answer Booklet(s) provided.

1. There are many companies using the Internet technology for their marketing activities. However, the Internet presents a challenge to marketing ethics. Critically discuss any **FOUR (4)** issues Internet poses to marketing ethics.
(20 marks)
2. Using Internet to conduct online marketing research has its advantages and disadvantages. Identify and describe any **TWO (2)** advantages and any **TWO (2)** disadvantages.
(20 marks)

END OF EXAM PAPER