FINAL EXAMINATION SECOND SEMESTER
2012 / 2013 SESSION

COURSE CODE / NAME: BPIM 3143 / ELECTRONIC MARKETING
DATE: 13 JUNE 2013 (THURSDAY)
TIME: 02:30 PM. - 05:00 PM. (2 ½ HOURS)
VENUE: DSB K. TM.

INSTRUCTIONS:
1. This examination paper contains FIVE (5) QUESTIONS in ONE(1) printed pages excluding the cover page.
2. Please answer ALL questions in the answer book provided.
3. Candidates are NOT ALLOWED to take both exam question and answer booklet out of the Exam Hall.
4. Candidates are bound by the UUM's RULES AND PROCEDURES ON ACADEMIC FRAUD.

MATRIC No: ___________________________  (in word)  ___________________________  (in number)
IDENTIFICATION CARD No.: ____________  ____________  ____________
LECTURER: ____________________________
GROUP:  TABLE No.: ____________

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED
QUESTION ONE (20 MARKS)

a) List and briefly explain the FOUR (4) kinds of primary data collection methods that can be implemented on the Internet? (10 marks)

b) Define and provide examples:

   i. Electronic money
   ii. Electronic money
   iii. Electronic money
   iv. Electronic money
   v. Electronic money

   (2 marks)

(2 marks)

(2 marks)

(2 marks)

(2 marks)

QUESTION TWO (20 MARKS)

a) Discuss the FOUR (4) types of exchange outcomes that normally consumers seek online? (10 marks)

b) How can E-marketers integrate hot product ideas into current product mixes? Discuss your answer should include FOUR (4) strategies. (10 marks)

QUESTION THREE (20 MARKS)

a) Discuss FIVE (5) formats of rich media ads? (10 marks)

b) Briefly explain FOUR (4) main types of social media used by marketers? (10 marks)

QUESTION FOUR (20 MARKS)

a) Compare and contrast natural and paid search? (10 marks)

b) Differentiate between push strategies and pull strategies used by (internet) companies that customize products to customers? Your answer should include an example of each. (10 marks)

QUESTION FIVE (20 MARKS)

a) Briefly explain the THREE (3) types of pricing strategies marketers can employ both online and offline? Give an example of a Web site that uses each of these strategies. (12 marks)

b) Discuss the FOUR (4) types of online intermediaries? (8 marks)

‘END OF QUESTION’