

OLLSCOIL NA hÉIREANN, GAILLIMH  
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

---

SEMESTER 2 EXAMINATION 2000/2001

---

MASTERS IN BUSINESS STUDIES DEGREE EXAMINATION

---

**CONTEMPORARY MARKETING & NEW TECHNOLOGIES**  
**[MK 523]**

Professor James Lynch;  
Dr. Aidan Daly;  
Mr. Declan Fleming;  
Mr. Martin Whyte.

Time allowed: **three** hours.  
Non-English Speaking Students: three & a half hours.

Please answer **four** questions.

All questions carry equal marks.

1. "IT will create new ways to configure businesses, organise companies, serve customers and will have profound effects on the structure, strategy and competitive dynamics of industries". Butler et al. 1997.

Critically evaluate this statement .Your answer should draw heavily on the writings of Evans and Wurster, Porter and Millar, Rayport and Sviokla, and Leverick et al.

2. "In the 1:1 future, it won't be how much you know about all of your customers that's important, but how much you know about each of your customers". [D. Peppers & M. Rogers]

Critically evaluate the extent to which database marketing and relationship marketing are enabling the '1:1' future described above.

./...

Contd./...2

3. Describe the ways in which a Marketing Information System can contribute to an organisation's competitive advantage, and the significance of managing the interface between the marketing function and the information systems function in order to realise these benefits.
4. Identify and discuss the key issues facing Irish and other European businesses in the eEconomy, using examples where appropriate.
5. "It will be structurally impossible for most pure web retailers – unless they hit Amazon.com – like scale – ever to turn a profit, let alone to take a dominant position. The clear advantage in retailing goes to big, highly skilled traditional retailers that use the web to extend their already potent physical presence". [J. Barsh, B. Crawford & C. Grosso].

Do you agree with the above statement? In your answer compare and contrast the positions of 'pure play' retailers and 'clicks and bricks' retailers, using examples where appropriate.

6. Critically evaluate, using examples where appropriate, the extent to which new technologies are changing the way that marketing professionals are managing the price and promotion elements of the marketing mix.