

Semester 1 Examinations 2000/2001

Masters of Information Technology

Marketing

Lecturer: Mairead Brady

Answer **one** (1) compulsory question from **Section A**.

Select **two** (2) questions from **Section B**.

Time Allowed: Two (2) hours.

All questions carry equal weight.

Section A: Compulsory Question

1. What is marketing? Choose a company that you feel practices marketing well and comment on the reasons for your choice.

Section B: Select Two Questions

1. Discuss the concept that new era of marketing now exists requiring a new marketing culture and a new mindset and highlight the major drivers of these changes.
2. 'The marriage of Information Technology and Marketing has been referred to as a meeting between "the cold, impersonal sameness of technology and the high-touch human uniqueness of marketing' (McKenna, 1991). Discuss this statement with references to the barriers to IT in marketing.
3. Analyse the major IT related trends in pricing and distribution and their effects on marketing.
4. Highlight the challenges that marketer's face in utilising IT to expand their knowledge of their customers and to enhance their customer relationships.
5. Outline the impact of Information Technology on the promotional mix variables.