

**OLLSCOIL NA hÉIREANN, GAILLIMH  
THE NATIONAL UNIVERSITY OF IRELAND, GALWAY**

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**SEMESTER II EXAMINATIONS 2000/01**

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**MASTERS OF INFORMATION TECHNOLOGY**

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**MARKETING**

**Professor James Lynch  
Dr. Aidan Daly  
Ms. Ann M. Torres**

**One (1) compulsory question from Section A.**

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

**Time Allowed: Two (2) hours.**

**Questions carry equal weight.**

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***Section A: Compulsory Question***

1. Briefly discuss the topics below. Incorporate examples in your answers.
  - (a) In your own words, define marketing.
  - (b) In your own words, define information technology (IT).
  - (c) Outline the main benefits and barriers in using IT in marketing.

***Section B: Select Two Questions***

2. "Interaction helps to build customer relationships." Strauss & Frost 1999  
Discuss this perspective in the context of how 'internet marketing' may facilitate building customer relationships. In addition, identify barriers that may inhibit the development of customer relationships.
3. Define product. How do services differ from physical products? Discuss whether services are well suited to the Internet channel. Offer examples to illustrate your discussion.
4. Define price. Discuss why very few sites have been successful in charging consumers for on-line services and content. What advice would you offer Internet firms in developing their pricing policies?
5. Discuss how the value of distribution channel functions change when they become Internet based. In addition discuss the effect of the Internet on the length of distribution channels and the power relationships among channel players.