

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

SEMESTER 2 EXAMINATION 1999/'00

MASTERS IN BUSINESS STUDIES DEGREE EXAMINATION

CONTEMPORARY MARKETING & NEW TECHNOLOGIES

Professor James Lynch;
Dr. Christine T. Domegan.

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

Please answer **three** questions.

All questions carry equal marks.

1. "It is hard to over-estimate the strategic significance of the new information technology". Porter & Miller.

Discuss, with examples, the driving forces behind the adoption and use of IT in Marketing.

2. "Managing marketing information by means of IT has become one of the most vital elements of effective marketing". Talvinen.

Discuss this statement based on your understanding of an MkIS, its changing role in companies, its component parts and relationship to a learning organisation.

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Contd./...2

3. "One-to-one marketing was developed by practitioners concerned with the difficulty of competing in an increasingly global market". Pitta.

What is database marketing, data mining and data warehousing? Justify the use of such tools in a marketing strategy.

4. "In recent years, the traditional transaction approach to marketing has been challenged to the point where a number of authors have suggested that a "paradigm shift is occurring". Brookes et al.

Critically assess this statement.

5. "One of the profound consequences of the on-going information revolution is it's influence on how economic value is created and extracted". Rayport & Sviokla.

Clearly demonstrate how such perceptions can be accommodated by contemporary marketing models pertaining to the internet and E-Commerce.

6. "The intranet is a by-product of the internet". Chou.

Explain, in full, the implications and use of the intranet for network marketing.