

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

SEMESTER I EXAMINATIONS 1999/2000

MASTERS OF INFORMATION TECHNOLOGY

MARKETING

Professor James Lynch
Dr. Christine Domegan
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One (1) compulsory question from **Section A**.

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

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

Questions carry equal weight.

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. What benefits can a database marketing system bring? In addition, how might a database be used to facilitate relationships with customers?
3. Outline the strategic planning process. Discuss how IT is likely to impact on strategy? Furthermore, what suggestions would you offer a firm in an effort to make full, strategic use of IT?
4. What are the stages in the new product development process? How may IT contribute to the development of new products?
5. Define promotion and its role within a firm. How may IT influence a firm's effort to communicate with target audiences?