

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

 MAR 2023

MARKETING INFORMATION SYSTEMS

BS232

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any four questions.
2. Each question carries 25 Marks.
3. Start each question on a fresh page.
4. Credit will be given for use of relevant examples.
5. No Cell Phones are allowed in the Examination Room.

QUESTION ONE

- a) Show by way of calculation the order in which MS Excel will perform this expression
 $= (150 + 150) / 2 + 12 * 12 / 4$. (5)
- b) Identify the errors in the given formulae below and re-write the correct formula (2)
 - i) $= (if C3 > B4; 500, 100]$ (2)
 - iii) $= (B5 + B6 + B7 + B8 + B8 + B9 + B10) / 6$ (2)
 - iv) $= if (B2 >= 50, Pass; Fail)$ (2)
- c) Distinguish between relative cell referencing and absolute cell referencing. (4)

d) The following student marks were entered in a spreadsheet as shown below:

	A	B	C	D	E	F	G	H	I
1	Regno	Assign I	Assign II	Assign III	C/work (30%)	Exam Mark	Exam Weight (70%)	Final Mark	Grade
2	B1542643	54	70	68		66			
3	B1542611	33	50	66		53			
4	B1538312	60	65	64		70			
5	B1542654	55	60	58		65			
6	B1438921	80	84	80		77			
7	B1542663	67	73	70		69			
8									
9									
10									

Required

- i) Write a formula in E2 to calculate the course work mark. (2)
 - ii) Write a formula in G2 to calculate the exam weight. (2)
 - iii) Write a "what-if" statement in I2 that determines the grade for the final mark. (6)
- [25 MARKS]**

QUESTION TWO

. Explain briefly the following marketing information system terms:

- i. Scalability (5)
- ii. Extranets (5)
- iii. Sequential file organization (5)
- iv. Database marketing (5)
- v. Feasibility study (5)

[25 MARKS]

QUESTION THREE

a). Explain the four components constituting the marketing information systems framework (10)

b) Using relevant examples show how organizations can use marketing information systems to improve customer service. (15)

[25 MARKS]

QUESTION FOUR

Describe the limitations of the file processing approach in organizational data processing.

[25 MARKS]

QUESTION FIVE

Explain in detail the features of centralized data processing and distributed data processing systems.

[25 MARKS]

QUESTION SIX

Evaluate the Rapid Application Development (RAD) as systems development technique.

[25 MARKS]

*****END OF THE PAPER*****