

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

MAR 2024

E-MARKETING 3 MKT 513

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer questions number one and any other three.
2. Start each question on a fresh page.
3. No cell Phones are allowed in the Examination Room.

Page 1

QUESTION ONE

Read the following case study and answer questions that follow:

XYZ Literacy Scheme

XYZ Literacy scheme has been in existence for over 20 years in a small rural community in the west of Ireland. The Manager Mary has been working both in a voluntary capacity and more recently as a full-time paid Manager for the past 4 years.

Mary has seen huge change in how the literacy service is managed and funded over the past 10 years. Demand has increased by 20% each year for the services Mary and the tutors are providing, some of this demand is coming from immigrant workers looking for TESOL (Teaching English for Speaking of Other Languages) classes but there has also been increased demand from older adults both male and female who have been referred to the service. Mary has done some marketing in the past mainly flyers and posters in local community centers, churches, the parish hall etc. but has no experience of E-Marketing or some other marketing activities. Funding for XYZ literacy scheme is expected to increase slightly in the next year and Mary knows that she needs to manage the demand coming in for the services both offline and online. She also knows that there is talk of amalgamating her scheme with another scheme to provide a bigger literacy service to a wider community.

Mary has an excellent relationship with her senior manager who she has worked with for the past 7 years. Her senior manager has asked Mary to predict the demand for the company services for the next 5 years that would cover both literacy schemes and widen participation from sectors of the community that have been difficult to reach.

- a) Explain what Mary needs to do to predict the demand for the next 5 years? **[20 Marks]**
- b) Identify and elaborate on key issues facing Mary. **[10 Marks]**
- c) Explain the elements of the e-marketing mix that Mary needs to consider. **[10 Marks]**

QUESTION TWO

The Marketers Association of Zimbabwe (MAZ) has invited you to make a presentation to the business breakfast meeting to be held at Elephant Hills, Victoria Falls, on August 25, 2021. The theme is "E-Marketing - The sustainable path to competitiveness". In your presentation highlight the information technology considerations inherent in E-Marketing.

QUESTION THREE

Discuss the impact of Virtual Touring to an e-marketer. **[20 Marks]**

QUESTION FOUR

Examine how and why do e-marketers use database-marketing technologies? **[20 Marks]**

QUESTION FIVE

Explain how might an online company react if a rival embarks on competitor positioning in an unflattering way? **[20 Marks]**

QUESTION SIX

Explain at least five (5) ways of establishing online relationships. **[20 Marks]**