

UGANDA MARTYRS UNIVERSITY

FACULTY OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION SYSTEMS

END OF SEMESTER FINAL ASSESSMENT

JAN 2022

SECOND YEAR EXAMINATION FOR BACHELOR OF SCIENCE IN
INFORMATION TECHNOLOGY
(Rubaga, Nkozi and Masaka)

Marketing In the IT Sector

CSC 2105

DATE: TUE 18TH JAN 2022

TIME: 2:00pm – 5:00pm

DURATION: 3HRS

Instructions:

1. Carefully read through ALL the questions before attempting
 2. Attempt **ANY FOUR** questions
 3. No **names** should be written anywhere on the examination book.
 4. Ensure that your **Reg number** is indicated on all pages of the examination answer booklet.
 5. Ensure your work is **clear and readable**. Untidy work shall be penalized
 6. Any type of examination Malpractice will lead to automatic disqualification
 7. Do not write anything on the questions paper.
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QUESTION ONE

The life cycle of a product uses a biological analogy to suggest that products are born through old age.

- a) Using a graphical representation, describe the four major steps that a product goes through. 12marks
- b) Describe any three limitations of the Product Life Cycle Concept 6marks
- c) Explain any four factors that can lead to the failure of a product at the introductory stage of the product life cycle. 4marks
- d) A product is a failure when its presence in the market leads to....(Give three). 3marks

QUESTION TWO

- a) A customer purchased crunchy crisps for her child but the child got stomach upsets after eating them. Furious the customer complained to the company by posting on their Facebook page and asked other users to avoid purchasing these crisps. As a trained IT marketer, what action would you advise the company to do. Give five. 15marks
- b) When you purchase a book from Amazon.com, this action automatically creates a story on your Facebook feed for your friends to see. What does this mean? 10marks

QUESTION THREE

- a) Discuss three different variables that are commonly used to segment consumer markets. 6marks
- b) An employee posted an update on the face book page of the company where she is employed, which update was meant to be done on her personal profile. What action would you as a professional marketer advise the company take on an immediate basis. 5marks
- c) In evaluating different market segments, the firm must look at some factors. Discuss any 7 of these factors. 14marks

QUESTION FOUR

- a) Identifying an IT service of your choice, explain any five of its characteristics. 10marks
- b) Explain any four pricing objectives available to a given software developer. 8marks
- c) State how a pricing competition differs from a non pricing competition. 3marks
- d) Give any two roles of price in the marketing mix. 4marks

QUESTION FIVE

- a) Differentiate between a market place and market space. 4marks
- b) What is promotional mix? 2marks
- c) Explain any five various tools of promotion that are available to the promoter of an Internet Service. 10marks
- d) How is promotion important to an IT industry in Uganda? 5marks
- e) Discuss the meanings of the following terms
 - i) Fixed costs
 - ii) Total costs4marks

QUESTION SIX

- a) Define the term price. 3marks
- b) Explain any two factors that lead to price increases of particular products. 4marks
- b) State and explain any four factors considered while setting up a price for application software for the first time. 8marks
- c) Explain any five pricing strategies that can be adopted while pricing a new product such as a flash disk. 10marks