

UGANDA MARTYRS UNIVERSITY

FACULTY OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION SYSTEMS

END OF SEMESTER FINAL ASSESSMENT

SEMESTER I, 2022/23

SECOND YEAR EXAMINATION FOR BACHELOR OF SCIENCE IN INFORMATION
TECHNOLOGY

(Rubaga, Nkozi and Masaka)

Marketing In the IT Sector

CSC 2105

DATE : 14TH DECEMBER 2022

TIME : 9:30 – 12: 30PM

DURATION : 3 HOURS

Instructions

1. Attempt any Four(4) questions All questions carry equal marks
 2. Time Allowed is 3 Hours Only
 3. Use of relevant Illustrations will earn you a bonus mark (s)
 4. Remember to indicate the question number you have answered.
 5. Write your name, course and registration number on all your answer sheets
 6. All answers should be written on the answer booklet
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Question one

- a) One afternoon as Joan walked into class, she happened to find the lecturer winding up. Help Joan catch up by explaining to her the meaning of digital marketing and at least five digital marketing objectives. 12marks
- b) Together with Joan, brain storm some of the benefits of online marketing. 8marks
- c) Describe any five problems an app designer would encounter while marketing their product. 5marks

Question Two

- a) Differentiate between a market place and market space. 4marks
- b) What is promotional mix? 1mark
- 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

Question Three

- a) Define the term marketing research. 2marks
- b) Describe any five characteristics for information to be useful. 5marks
- c) Describe the marketing research process. 10marks
- d) Organizations are becoming more and more market driven in their strategic decision making. In response to this requirement a formalized means of acquiring information to assist in the making of such decisions has emerged by practicing market research and marketing Information Systems. (MIS)

Describe any three benefits of MKIS. 3marks

- e) Describe at least five factors that influence the buying behavior of an MIS analyst. 5marks

Question Four

- a) Differentiate between Consumer Buyer Behavior and Business Buyer Behavior 5marks
- b) Identify Participants in the Business Buying Process 5marks
- c) Explain the major factors that influence business buyer behavior. 5marks
- d) Explain the major types of buying situations in business markets 4marks
- e) Define the term product portfolio 2marks
- f) Growth-share matrix is a portfolio-planning method that evaluates a company's SBUs in terms of market growth rate and relative market share. State the *four types of SBUs*. 4marks

Question Five

- a) Define services marketing 2marks
- b) In reference to a particular IT service, explain its characteristics. 10marks
- c) Explain any three types of marketing in service industries 6marks
- d) Explain the 3Ps of the extended marketing mix. 3marks
- e)) Explain any four pricing objectives available to a given software developer. 4marks

Question Six

- a. The product life cycle (PLC) is the course of product's sales and profits over its lifetime. Describe the five distinct stages of PLC: 5marks
- b. Discuss the Limitations of the Product Life Cycle Concept 5marks
- c. Discuss the importance of studying product and brand failure in organizations 5marks
- d. Discuss the reasons for product and brand failure 5marks
- e. Explain some of the ways you would use to revive a failed product or brand 5marks

END