



UNIVERSITY
OF
JOHANNESBURG

UNIVERSITY OF JOHANNESBURG
DEPARTMENT OF MARKETING MANAGEMENT
BCOM HONOURS MARKETING MANAGEMENT
ELECTRONIC MARKETING (BMB03X7 / MMA8X03)
EXAMINATION

DATE : 12 June 2014
MARKS : 100
TIME : 3 Hours

EXAMINER: PROF HB KLOPPER (MSA)
EXTERNAL EXAMINER: DR J HANEKOM (UNISA)
DR I LUBBE (UJ)

THIS PAPER CONSISTS OF TWO PAGES

INSTRUCTIONS:

- This is an open book examination
 - Answers should contain 30% theory and 70% application
 - Answer ALL the questions, using practical examples to support your answers
 - Number questions clearly
 - Structure answers by using numbered headings and sub-headings
 - Ensure that all your personal particulars appear on all answer books
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QUESTION 1

Write a report summarising for a manager the necessary stages for transforming a brochureware site to a one-to-one interactive site and the benefits that can be expected from implementing such an e-CRM programme.

[25]

QUESTION 2

Discuss the key requirements for an online presence and evaluate how Kalahari.com performs against the guidelines for (1) defining their website and (2) designing the user experience.

[25]

QUESTION 3

Advise and explain an online retailer such as Exclus1ves.com on how to plan an online marketing campaign.

[25]

QUESTION 4

It was once predicted that the Internet would replace high street stores and that within ten years the majority of retail purchases would be made online. However, while online shopping is continuing to grow year-on-year, it still represents a small part of the total retail spend. Explain why the early predictions have not been met from either the perspective of the consumer or the retailer.

[25]

TOTAL [100]

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