

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN APPLIED COMPUTER SCIENCE**

**ACMP 383: PROFESSIONAL**

**STREAMS: BSC (ACMP) Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 09/08/2016**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

- **SECTION A IN QUESTION ONE IS COMPULSORY**
- **SECTION B – ANSWER ANY TWO QUESTIONS**

**SECTION A**

**Question One - 30 marks**

- As a computer consultant, prepare an E-marketing Plan to serve customers in current markets through an online channel? [10 marks]
- How would an E-Marketing model create value proposition in a way that is differentiated from the way competitor's models create value? [10 marks]
- The CEO of mawazo I.C.T solutions consultancies publicly questioned the advisability of granting patents for business processes such as ordering process. Do such patents put a chilling effect on the expansion of E-Commerce? Justify your position. [10 marks]

**SECTION B**

**Question Two**

- From a utilitarian point of view, explain the consequences of few who hack online businesses on web technology. [10 marks]
- Many parents are upset that some web sites specifically target children and young teens.

As a consultant, how would you use this knowledge to develop a segmentation strategy for targeting consumers? [10 marks]

**Question Three**

- (a) What concerns about consumer privacy are raised by the increased use of wireless computing and handheld devices outside the home or workplace? [10 marks]
- (b) As a marketer do you agree with the Kenyan Executive who say “better-quality customer relationships’ is one of the most important E-Marketing strategies? Discuss? [10 marks]

**Question Four**

- (a) What techniques can E-Marketers employ to manage products in different stages of Product Life Cycle theory using one product of your choice. [10 marks]
  - (b) Explain how you would run an online advertisement campaign for Coca-cola in Kenya. [10 marks]
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