
UNIVERSITI SAINS MALAYSIA

First Semester Examination
Academic Session 2008/2009

November 2008

CIT572 – Cyber-Marketing

Duration : 2 hours

INSTRUCTION TO CANDIDATE:

- Please ensure that this examination paper contains **FOUR** questions in **THREE** printed pages before you begin the examination.
 - Answer **ALL** questions.
-

1. (a) Describe the main Internet-based approaches for conducting primary and secondary data research.
(30/100)
- (b) Copyright is different from patent and trademark law. Describe the differences with appropriate examples.
(30/100)
- (c) Discuss the nature of an e-marketing plan and outline the **seven (7)** typical steps in an e-marketing plan.
(40/100)
2. (a) What are the greatest obstacles to e-commerce in emerging economies? Explain the obstacles your team has encountered in the development of the e-commerce group project.
(30/100)
- (b) Individualization is an emerging e-marketing technique which requires the provision of the right tool for the right customer. Describe how this e-marketing technique is being used by an existing well-known company.
(30/100)
- (c) Describe your SWOT Analysis which has led to the e-marketing objective(s) of your e-commerce group project.
(40/100)
3. (a) What are the **three (3)** main markets of e-business, and how do they differ?
(25/100)
- (b) Why should e-marketers try to make the intangible tangible? Explain in terms of the e-marketing work you have done for the online marketing business of your project team.
(25/100)
- (c) What are **three (3)** of the important criteria for Internet domain naming? Illustrate the criteria using the real domain names.
(25/100)
- (d) Discuss the arguments for and against the use of existing brand names on the Web?
(25/100)

4. (a) In your opinion, which of the online cost-saving factors has the greatest effect on price? Support your answer in the context of a real-world example. (25/100)
- (b) How would you suggest e-marketers solve the last-mile problem? (25/100)
- (c) Describe in detail the **three (3)** main vehicles for advertising on the Internet. (25/100)
- (d) With the help of an appropriate diagram, explain how a real-world customer could benefit from a SCM-CRM integration. (25/100)