



Investing in Africa's Future

COLLEGE OF BUSINESS AND MANAGEMENT SCIENCES

NMKT209: MARKETING INFORMATION SYSTEMS

END OF SEMESTER EXAMINATIONS

APRIL 2026

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TIME: 3 HOURS

INSTRUCTIONS

1. This examination paper contains **six** questions.
2. Answer any **four** questions of your choice.
3. Start each question on a new page.
4. Credit will be awarded for logical, systematic, and neat presentations.

Question 1

- a) Distinguish between data and information, providing **three** practical examples from a marketing context. **(5 marks)**
- b) Explain the process of transforming raw data into actionable marketing information. **(10 marks)**
- c) Describe **four** types of information that are critical for marketing decision-making in a retail business operating in Zimbabwe, explaining how each type influences specific marketing decisions. **(10 marks)**

Question 2

- a) Define what is meant by a “system” and explain the **five** key components of any system. **(10 marks)**
- b) Compare and contrast the following types of information systems, providing marketing-related examples for each:
 - i. Transaction Processing Systems (TPS). **(5 marks)**
 - ii. Decision Support Systems (DSS). **(5 marks)**
 - iii. Executive Information Systems (EIS). **(5 marks)**

Question 3

- a) Define Marketing Information Systems (MIS) and explain how it brings together the concepts of Marketing Information, and Systems. **(5 marks)**
- b) Discuss the **four** major components of a marketing information system. **(15 marks)**
- c) What are the **three** major challenges in implementing MIS in Zimbabwean organizations? **(5 marks)**

Question 4

- a) Explain the difference between operational CRM, analytical CRM, and collaborative CRM. Provide a practical example of each in a Zimbabwean business context. **(5 marks)**
- b) Discuss how the following database technologies support marketing decision-making:
 - i. Data warehousing. **(5 marks)**
 - ii. Big Data analytics. **(5 marks)**
 - iii. Cloud-based database solutions. **(5 marks)**
- c) A manufacturing company in Zimbabwe wants to implement a CRM system. Identify and explain **four** key factors they should consider before implementation. **(5 marks)**

Question 5

- a) Explain how web analytics tools (such as Google Analytics) can provide valuable marketing information. **(10 marks)**
- b) Discuss the role of social media analytics in modern marketing. **(10 marks)**
- c) Mobile first approaches are particularly relevant in Zimbabwean markets. Explain how mobile marketing information (including mobile money data like Eco Cash) can be leveraged by marketers in Zimbabwe. **(5 marks)**

Question 6

- a) Define Artificial Intelligence (AI) and Machine Learning (ML) in the context of marketing. **(5 marks)**
- b) Discuss four (4) specific applications of AI in marketing, providing practical examples for each:
 - i. Customer segmentation **(4 marks)**
 - ii. Churn prediction **(4 marks)**
 - iii. Recommendation systems **(4 marks)**
 - iv. Dynamic pricing **(4 marks)**
- c) What are the ethical considerations that marketers must address when using AI-powered marketing tools? **(4 marks)**

END OF EXAMINATION