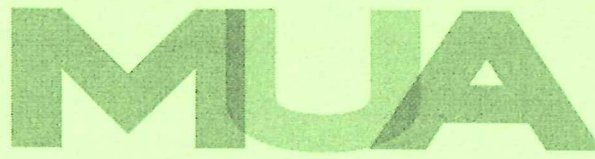


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 404 : E- MARKETING

DATE: 31ST JULY 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow

A CASE STUDY OF TOTO KENYA

TOTO is a service provider company that connects two necessities in a modest and expected way. It provides transportation to individuals who want to move from one place to the other and at the same time provides a person who wants to set up a taxi business. TOTO is a transportation network which provides personal transportation. It connects available drivers with individuals who need to be transported to varied locations. This company does its operations through a mobile app. The app is operation in almost 58 countries and at most 298 cities globally. Drivers affiliated to TOTO have their own vehicles, are provided with an opportunity to earn highly with a flexible work timetable. It adheres to a network orchestrated model as compared to other service providers whose framework involves inclusion of more capital.

TOTO has high profit margins and continues offering opportunities due to its eminent growth. This has been brought about by the fast customer response and efficiency. It has also proved to adjust well to the recent market changes as compared to its competitors. TOTO has been in pursuit of favorable prices for its clients through dynamic surge pricing. They use block by block basis to predict before it happens. This prediction is mainly on basis of how many clients open their app at a given period. However, dynamic pricing needs huge amounts of data and creation of complex algorithm which can predict the future. The algorithm considers data such as local events, ongoing news and weather forecasts.

Dynamic pricing is important to TOTO drivers since it gives them information on areas they should and should not take their clients. It provides stability, balance of the quantity of demand and supply. Presently, the pricing surge is updated every five to ten minutes so that the drivers can be informed in time. Their system is intensive and ensures better services offered to their clients at reasonable prices. The essence of dynamic capabilities is that they must be built. TOTO uses the new digital

transformation and ensures digital disruption in the taxi industry. TOTO is a dynamic capability framework by itself. It is global due to the digital affordance that allows integration of digital design that integrates customer experience and feedback into the organization. TOTO is presently in the new era where prices go before them due to better structures, better coordination and are able to manage relations with their associates better. They get closer and more responsive associations with their final clients.

Required:

- (a) Discuss four importance of technology in TOTO business in Kenya (8 marks)
- (b) Discuss five advantages dynamic pricing in e-marketing like TOTO (10 marks)
- (c) Analyze the THREE main goals of a company (TOTO)reputational (7 marks)

QUESTION TWO

- a) Examine the rationale of information technology in marketing today (10 marks)
- b) Argue any two factors that can assist in online pricing (5 marks)

QUESTION THREE

- a) Mango investments have contracted Management University of Africa to upgrade their sales force automation system. Examine three benefits of these initiatives in Mango investment's sales management (7 marks)
- b) Examine four disadvantages of sales force automation to Mango investment (8 marks)

QUESTION FOUR

- i). Examine four main seller-controlled sites of the supplier company (8 Marks)
- ii) Explain three extended Ps in marketing mix of services in e-marketing (7 Marks)

QUESTION FIVE

- a) Discuss six elements of digital media that have now become the core pillars of any digital media initiative while planning and executing (9 marks)
- b) Discuss four Social media marketing goals (6 marks)

QUESTION SIX

- a) Assess six benefits of email marketing (9 marks)
- b) Explain three purposes of e-commerce in business today (6 marks)