

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

FOURTH YEAR FIRST SEMESTER EXAMINATION –JULY/AUGUST -2016

EMG 422-2 e-business

Instructions to candidates:

No. of pages	: Three (03)
No. of questions	: Five (05)
Time	: Two (2) Hours
Marks allocated	: 100 Marks

Answer only four (04) questions including question number one (01).

1. External University Services

External University Services is an independent supplier of online course materials and student support for students across the globe. External University Services provide a range of services from online tutors, virtual class rooms and mentors to personalized essay support and sample questions. Their services have been used by many students and the business is going well. Following the redesign of its website, External University Services wants to use the latest techniques and technologies to promote itself online.

External University Services also want to explore different revenue models which could be used to charge students for access to the services they provide on the website. They wish to see if there are revenue models that could raise additional income, if certain services could support subscriptions and will always need to use advertising. They are aware that many students enjoy social media and access online services from many different platforms and devices, but they are not expert in these new, fast-moving spheres. Therefore External University Services has hired you as an e-commerce specialist to write a report on an online promotional strategy.

Questions

For these questions, you must use the information provided in the scenario above.

- a) Describe five different approaches to online promotion that External University Services could use to publicize its new website.

(10 Marks)

