



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**MARKETING INFORMATION SYSTEMS**

**HMKT 207**

**PART 2 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: OCTOBER 2024**

**Time: 3 Hours**

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**INSTRUCTIONS**

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss the importance of information to a company of choice in Zimbabwe. **[25 Marks]**
2. Citing relevant examples, examine the steps in the marketing research process. **[25 Marks]**
3. Analyse the role of marketing intelligence to an organization of choice. **25 Marks]**
4. Assess the reliability of any **two** sources of marketing information. **[25 Marks]**
5. Discuss how a company can utilize marketing information systems to gain competitive advantage. **[25marks]**
6. Examine the role of business ethics in marketing intelligence in Zimbabwe. **[25 Marks]**

**END OF PAPER**