



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS MAY - AUGUST 2018 SEMESTER

DIPLOMA IN RECORDS AND INFORMATION MANAGEMENT

COURSE CODE: DIRM 015

**COURSE TITLE: MARKETING OF RECORDS AND ARCHIVAL
SERVICES**

DATE: 10TH AUGUST 2018

TIME: 3:00 PM – 6:00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

- a) Marketing is one of the most important aspects of a successful records management business. Discuss the elements of a good marketing strategy for records services. **[15 marks]**
- b) There are some inherent challenges in marketing a service business, like records management. Discuss **five** of these inherent challenges **[10 marks]**
- c) Assuming you have been employed at Kiambu County as Records Manager, what is the significance of marketing your services? **[10 marks]**
- d) What are some of the factors to consider before advertising your services **[5marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Digital marketing has transformed the way brands and businesses use technology for marketing. Why would you incorporate digital marketing in your marketing strategy **[15 marks]**
- b) Highlight **five** digital marketing tools you would employ in your digital marketing strategy **[5 marks]**

Question Three

- a) You and a few of your colleagues have a business idea of starting a records automation business in Thika after graduating. Why is conducting market research important for your new business idea? **[15 marks]**
- b) Highlight **five** methods you can use in conducting the market research **[5 marks]**

Question Four

- a) Market segmentation is an important basis of many successful marketing strategies. Why is market segmentation an important step in achieving successful marketing strategy? **[15 marks]**

b) Highlight **five** challenges that companies face when doing market segmentation

[5 marks]

Question Five

a) Customer satisfaction is an important concept in marketing theory and practice. Explain different ways in which one can measure customer satisfaction [10marks]

b) Discuss actions an organisation can take in response to service dissatisfaction

[10 marks]

Question Six

a) Marketing is everything a company does to acquire customers and maintain a relationship with them. The biggest questions companies have about their marketing campaigns entail what return on investment (ROI) they're getting for the money they spend. Discuss **two** methods of calculating return on investment of marketing activities

[10 marks]

b) Discuss **two** major challenges that companies face when calculating return on investment of marketing activities.

[10 marks]