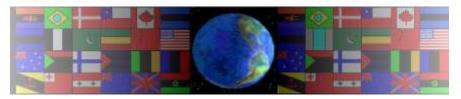
## ICT AND MARKETING - EXAMINATION QUESTION

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On behalf of The World Association of Technology Teachers

W.A.T.T.



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## **ICT AND MARKETING - EXAMINATION QUESTION**

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Modern marketing techniques often rely on Information Communication Technology (ICT). With reference to a specific industry, explain the role played by ICT in the marketing of its products.

You may wish to include some of the following areas:

The Internet The role of websites  Presentation Software	Tele-marketing Reporting and	Questionr Translation Softwa	naires and Surveys re