

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS**

YEAR 1 SEMESTER

2016-2017 BUSIA C.C

MBA 804 MARKETING MANAGEMENT

Answer any four questions. All questions carry equal marks.

1. 'The environmental problems being faced nowadays are due to marketing' Anonymous.
Critically comment on this statement (*15mks*).
2. (a) Explain how a company can establish a competitive advantage in the market place.
(b) How can such a company make its competitive advantage enduring and sustainable?
3. (a) Services marketing is different from physical goods marketing.
Discuss the most important distinguishing features and the possible implication that emerge from them (*7.5mks*).
(b) Discuss the best practices of service (*7.5 mks*)
4. (a) Explain the importance of marketing research to a marketing manager. (*7.5mks*)
(b) What are the possible impediments that face a marketing researcher?(*7.5mks*)

(a) A very serious business concern has approached you to assist it in formulating a workable sales forecast. This concern has no previous experience in formulating sales forecasts. what would you advice them to keep in mind while formulating such a forecast? (*7mks*)

(b) Discuss in detail the Delphi method for forecasting sales (*8mks*)
- (6) Do you consider a clear understanding of the scope of marketing to be any relevant to a marketing manager in this century? Support your argument with relevant examples.(*10mks*)
(b) Discuss the challenges that are likely to face a marketer in this century.(*5 mks*)