

Final Exam/Paper (250 points)

Submit your answers to these questions to www.turnitin.com no later than 10:00 p.m. Thursday, July 25th.

Your answers must be in your own words. If the turn-it-in similarity percent is higher than about 10% you will be penalized with a loss of points and/or a failing grade on this exam. A similarity percent of 20% or greater will result in an automatic F.

NOTE: These questions are designed to make you think, and require detailed explanation and/or examples in order to answer them thoroughly. If you give partial answers, you will earn partial points on these questions. If you use outside sources of information to help you answer these questions, then you **MUST** cite those sources, and include a references list. It is my belief that many of you will be able to complete this assignments without using outside sources.

Answer ALL of the following 5 Questions (50 points each)

1) “Eastern New Mexico University is in the business of granting college degrees to students in the Southwest part of the United States.”

Evaluate the preceding statement, and use the concept of *Marketing Myopia*. Can an understanding of *Marketing Myopia* help ENMU to avoid negative outcomes, and/or help ENMU to take advantage of new opportunities in the future? Explain in detail.

2) Is it more difficult for a high-tech. manufacturer to achieve and maintain SCA and/or Core Competence than a bricks-and-mortar retailer? In your discussion, use Apple and Wal-Mart as your examples.

3) Pretend that you run a “nursing home/assisted living-type” facility in New Mexico. Pick three of the typical macroenvironmental forces, and explain why an understanding of those three Macro. Forces has a major impact on your business.

4) The *Tonight Show* has been a popular late-night television talk show for almost 60 years. In February, 2014, Jay Leno will be replaced with Jimmy Fallon. Explain why you believe the switch to Jimmy Fallon will (or will not) be good for NBC and the *Tonight Show*.

NOTE: If you aren't familiar with Jay Leno and/or Jimmy Fallon, you may watch their shows, or you may obtain information about them from the Internet.

You **MUST** incorporate the following terms/concepts in your answer: *Competition, Market Share, Social/Cultural Forces, Technological Forces, Market Segments*.

5) All else being equal, what do you think most businesses would rather do, Maximize Sales, or Maximize Profits? Explain why.

The Wal-Mart Corporation has very high sales, but their net profit margins are typically lower than their closest competitors. Does Wal-Mart have a good overall strategy, or not? Explain.