

系所組別： 創意產業設計研究所甲組

考試科目： 品牌與行銷企劃

考試日期：0307，節次：3

※ 考生請注意：本試題 可 不可 使用計算機

品牌與行銷企劃

1. What is **MARKETING**? What is **SALES**? What are the differences? (Please answer in English only!) (20%)

2. How to manage the Marketing Effort? (Please answer in English or Chinese!) (20%)

3. Please do a **SWOT** analysis using an example you prefer!! (Please answer in English or Chinese!) (20%)

4. Please use an example to describe the environmental forces that affect the company's ability to serve its customers. (Please answer in English or Chinese!) (20%)

5. What is **Brand image**? What is **Brand identity**? Please use an example to describe the differences between **Brand image and Brand identity**. (Please answer in English or Chinese!) (20%)