

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

Branding and Marketing (You can answer in English or in Chinese.)

1. Please select one of the well-known international companies in Taiwan and describe its Branding and Marketing Strategies in 2014 and 2015. (20%)
2. Please select one of the well-known international companies in China and describe its Branding and Marketing Strategies in 2014 and 2015. (20%)
3. Please select one of the well-known international companies in the USA and describe its Branding and Marketing Strategies in 2014 and 2015. (20%)
4. Please make the comparisons among their strategies (from question 1 to question 3) and significant impacts. (20%)
5. If you own a company in the future, what are the content of your business and its Branding and Marketing Strategies? (20%)