

## 一、選擇題 (每題 2 分, 共 24 分)

1. Which of these includes all the aspects of "effective marketing" as that term is defined in the text?
  - a. A mix of promotional activities to facilitate exchange of goods.
  - b. A consumer-oriented exchange process wherein one party gives money to the other party in exchange for a good or service.
  - c. A customer-oriented set of activities planned and carried out by the marketer to facilitate an exchange.
  - d. A mix of business activities planned and implemented by a marketer to arrange for the transfer of title to goods.
  - e. A customer-oriented mix of activities that leads to customer desire or preference to purchase some good or service offered by the marketing organization.
  
2. The differentiation strategy requires that:
  - a. the product be physically better than competitors.
  - b. the product be made to appear physically different from its competitors.
  - c. the product have some observable attribute that differentiates it from competitors.
  - d. customers perceive that there is some difference between the product and its competitors.
  - e. substantial price difference between the product and its competitors.
  
3. Which of the following is incorrect regarding comparison between routine and extensive problem solving?
  - a. Routine decisions may be completed more quickly.
  - b. A series of trials often occur before a decision becomes routine.
  - c. A different series of steps occurs in routine and extensive problem solving.
  - d. Extensive problem solving is associated with important purchases.
  - e. The situation may determine if the decision is routine or extensive.
  
4. Of the roles played in a purchase decision it is incorrect to say:
  - a. any given person can play more than one role, and some roles can be played by more than one person.
  - b. the roles played are mutually exclusive and no one person can play two or more roles.
  - c. some roles may be played by a group, such as a committee.
  - d. some roles may be played by people who are not permanent members of the organization making the purchase.
  - e. persons playing a role may have nothing to do with the purchase apart from playing that one role.
  
5. A product passes from its growth stage into its maturity stage as:
  - a. sales level off immediately, yielding a flat curve that is perpendicular to the Y axis.
  - b. a drop in sales shows a rapid descent towards the Y axis.
  - c. a sudden spurt upward of sales occurs. that is why the maturity stage is sometimes called the "false growth" stage.
  - d. sales increase at a decreasing rate rather than at an increasing rate.
  - e. advertising budgets are cut.

(背面仍有題目,請繼續作答)

6. When a product is in the growth stage of the product life cycle, a number of developments can be anticipated. Which of the following is not one of those developments?
- The number of competitors in the market can be expected to increase.
  - The pioneering firms can be expected to alter their products if new competitors have come up with "improved" versions of the product.
  - Industry profits would be expected to be greater than in the introductory stage.
  - Companies in the industry will advertise benefits of particular competing brands.
  - The common advertising strategy will be to emphasize low prices so that producers' stocks can be reduced.
7. Given the choice of having a small group of large high-capacity warehouses, or a large group of smaller warehouses, an effective marketer would choose:
- having a larger group of smaller warehouses located near customers since this is more consistent with the marketing concept.
  - having a smaller group of larger warehouses because this is more consistent with the marketing concept.
  - whichever option was cheapest to the customer.
  - whichever option would permit the most rapid delivery of products to customers.
  - whichever would satisfy customers at a price they are willing to bear.
8. The factor that sets the product differentiation promotional campaign apart from other types is:
- the product must have a truly unique physical characteristic or the differentiation approach cannot be used successfully.
  - it is appropriate only to goods, not to services marketing.
  - its use of technical or scientific language in promotional literature.
  - its avoidance of any image-building that might distract attention from the product's characteristics.
  - its focus on comparison of the product with other products or accents how use of the product uniquely solves a customer problem.
9. According to the textbook, the hierarchy of effects is related to stages in consumer decision making and the general purpose of promotion. Which of the following statements about these relationships is incorrect?
- Awareness and knowledge stages are associated with the problem recognition and search stages.
  - Conviction and purchase stages typically occur during the transaction stage and the purpose of the promotion is persuasion.
  - During the posttransaction stage the purpose of the promotion is to establish liking and preference by providing information to create a positive affect.
  - Pretransaction activities include problem recognition and search thus the purpose of the promotion is often to provide information to aid recognition and understanding and to create a positive affect.
  - During the post transaction the purpose of promotion is to remind and reassure to create post-purchase satisfaction.
10. The first step in developing an advertising campaign is to:
- determine the message that should be used.
  - establish advertising objectives.
  - determine the best media to use.
  - establish an advertising budget.
  - select an advertising agency.

11. The concept of the AIDA model can best be used by advertisers in:
- determining the most appropriate media.
  - setting the advertising budget.
  - understanding the psychological processes of consumers follow a "hierarchy of effects."
  - choosing advertising spokespersons.
  - developing advertising themes that are consistent across product lines.

12. A differential pricing strategy means that the company:
- varies the price charged in proportion to the costs involved in making and selling the product.
  - uses a complicated system of discounting.
  - charges different prices during different times of the year.
  - sells the same product to different buyers at different prices.
  - has a large product line.

二、問答題：試詳細回答下列各題

- (一) (20%) Sunbelt Recreation is a manufacturer of small camping trailers. Sunbelt, with annual sales of \$3.1 million is the only manufacturer of such trailers in this region. They have a 43% market share for such trailers in the Texas, Oklahoma, Arkansas region. the Sunbelt president has just returned from a strategic planning conference and based on the lecturer's remarks he has drawn the following conclusions:

- By increasing market share, the return on investment for the business will increase.
- The firm should have extensive market power due to its high market share.
- Competition is not of particularly high concern since Sunbelt is the clear market leader in the 3-State region.

Based on previous literature and readings, provide strong specific arguments for and/or against the above assumptions.

- (二) (20%) 行銷觀念最主要是在強調顧客導向與顧客滿足，但最近許多非常強調顧客滿足的廠商卻遭遇到滯銷，週轉不靈甚至倒閉之命運：

- 試說明真正以行銷觀念為經營理念之行銷工作重點應在那裡？
- 許多強調科技創新，經濟規模，成本降低或強勢推銷等方式之廠商亦經營得非常成功，這種現象是否代表賺錢的公司不一定要執行行銷觀念之經營理念。
- 試由品質、價格及顧客滿意之觀點說明行銷工作者應如何避免市場區隔不足 (Undersegmentation) 或區隔過度 (Oversegmentation)。

- (三) (18%) 最近幾年來國內行銷通路之發展相當迅速，使傳統通路的經營方式遭受相當大的挑戰：

- 試說明目前國內行銷通路之發展生態。
- 試由通路結構，通路管理及競爭優劣勢之角度說明國內多層次傳銷，量販店及自動販賣機之發展前景。
- 試由零售商的輪迴 (The wheel of retailing) 之角度說明國內未來零售業可能之發展方向。

(背面仍有題目,請繼續作答)

(四) (18%) 國際化與自由化為現代企業不可避免之趨勢，因而如何將產品推入國際市場變成一項非常重要之課題。

1. 試說明進行國際市場區隔時，應考慮那些因素？
2. 試說明採用標準化與地方化國際行銷策略之時機，並說明應配合之基本條件為何？
3. 試說明不同產品生命週期之產品應如何擬定其國際行銷之 4P 策略？
4. 試說明(1)我國加入 GATT，(2)歐洲成立歐洲聯盟，(3)美國動用超級 301，及(4)利潤由地主國匯回受到限制等課題對於廠商擬定其國際化行銷策略之衝擊。