

Part I: True or False (2.5 points each)

1. Members of the early majority tend to avoid risk and to make purchases carefully.
2. The money an individual or household has left after paying taxes and living expenses is called disposable income.
3. The relative positions that consumers held of brands in their minds is called branding.
4. The XYZ store advertised the price of a Panasonic TV set that was almost no profit of selling this product. However, it might attract consumers to the store. XYZ is using predatory pricing.
5. Corporate image advertising is the institutional advertising that supports particular positions, activities, or causes.
6. Hang Ten was once a popular brand in the United States during the 1960s and 1970s. The implementation of diversification strategy enables it to survive in the brand in the global market.
7. Just Gold sells its products through exclusive distribution.
8. Sara searched the library to find information on the development of retailing in Taiwan and wrote a report on the subject. Sara used primary data.
9. Eric was disappointed with the performance of the new RV car he bought a month ago. Eric is experiencing the cognitive dissonance.
10. The cellular phone service providers are in the market of oligopoly.
11. Straight rebuys are common among organizations that practice just-in-time inventory.
12. When going to a beauty saloon, Mary agreed to pay NT\$800 for hair cut before the beautician started cutting her hair. This is the perishability characteristic of service.
13. A manufacturer could price its product at a higher price if the demand of the product is elastic.
14. Humorous appeals can be effective but only for a short period of time.
15. Double income no kids is one of the modern family life cycle.
16. Over emphasizing marketing orientation might cause the organizations fail to recognize other important factors to the success of marketing.
17. Brand manager is the person responsible for marketing a particular product or product line.

(背面仍有題目,請繼續作答)

18. The establishing of a communication budget based on a specified percentage of actual or estimated sales is known as objective-and-task method.

Part II: Multiple Choice (2.5 points each)

1. In order to attract customers, a retailer marks the price up and sells the product to the customers at the normal price. This is known as
 - a. competitive pricing
 - b. price differentiation
 - c. deceptive pricing
 - d. price war
2. The uses of pop singers to advertise products in order to attract young people to buy the products is an approach of applying which of the following reference group
 - a. membership group
 - b. dissociative group
 - c. anticipatory group
 - d. aspiration group
3. More powerful computer models are available to consumers so quickly that consumers would like to update their models every so often. This could be an example of
 - a. fads
 - b. feature limitation
 - c. deliberated performance
 - d. planned obsolescence
4. Products that generate a great amount of profits to support other business and R&D are called
 - a. stars
 - b. cash cows
 - c. dogs
 - d. question marks
5. Compared to consumers, which of the following statement(s) regarding organizational buyers is (are) true?
 - a. The interdependence between buyers and seller is weak.
 - b. Organizational buyers tend to base their decision primarily on rational criteria.
 - c. There tends to be few people involved in purchase decision.
 - d. All of the above is true.
6. Assume that a manufacturer's fixed costs are NT\$6,000,000, the selling price is NT\$150, and the variable cost per unit is NT\$50. The breakeven point is
 - a. 120,000
 - b. 60,000
 - c. 40,000
 - d. 50,000
7. Which of the following statement(s) regarding product life cycle is (are) not true?
 - a. Advertising messages should focus on differentiating brand from its competitor in the growth stage.
 - b. The objective of the introduction stage is to develop brand preference.
 - c. Limited resources should be invested in the decline stage.
 - d. a and b
 - e. a and c

8. The recent Pantene TV ads is an example of segment marketing based on
- a. age
 - b. income
 - c. gender
 - d. a and b
 - e. a and c
9. Dove introduces its shampoo product is an example of which of the following practice?
- a. licensing
 - b. brand extension
 - c. line extension
 - d. family branding
10. ___ are characterized by their preferences to products that would show their success to their peers.
- a. Fulfilleds
 - b. Actualizers
 - c. Achievers
 - d. Makers

Part III. Essay (30 points)

1. XYZ is a medium-sized local manufacturer of Brand X digital camera. Brand X has been positioned as an affordable family activities recorder. Brand X digital camera has high resolution and the suggested retail price is NT\$18,500. The sales of Brand X have been sluggish since its introduction 6 months ago. You are hired as the leader of a consulting team under the circumstances. What are the factors need to be addressed to identify the problem(s) facing by XYZ? What are the influences of each of the factor to the marketing of Brand X digital camera? What are the potential marketing strategies that you would recommend XYZ to implement based on your examines of these factors?