

(一) 選擇題 (每題 3 分, 共 45 分)

1. The customer value triad is composed of :
 - A. values, benefits, and costs
 - B. quality, service, and price
 - C. product, price, and distribution
 - D. time, place and form utilities
 - E. effectiveness, efficiency, and timeliness

2. Customerization :
 - A. is a combination of operational customization and marketing customization
 - B. is a characteristic of all C2B web sites
 - C. creates sales without increasing costs
 - D. does not work well for personal care products
 - E. makes extensive use of shopping bots

3. The process of comparing one's own costs and performance to competitors to see how to improve one's own performance and gross margins is called :
 - A. benchmarking
 - B. value-delivery networking
 - C. value analyzing
 - D. flanking attack
 - E. core business evaluating

4. According to the Boston Consulting Group matrix and given your knowledge of the technical environment, a business unit that has a high market share in a low growth industry, like typewriters, would be an example of a :
 - A. star
 - B. question mark
 - C. exclamation point
 - D. cash cow
 - E. dog

5. Which of the following is one of the elements of the demographic environment ?
 - A. core cultural values
 - B. the accelerating pace of technological change
 - C. the inequity of income distribution in the world
 - D. pollution levels
 - E. worldwide population growth patterns

6. _____ is an approach to cost reduction in which components are studied to determine if they can be redesigned, standardized, or made by cheaper methods of production.
- A. A vendor analysis
 - B. A product value analysis
 - C. A buyphase audit
 - D. A commoditization focus
 - E. Value-added marketing
7. _____ may be given the responsibility for new-product development.
- A. A new-product department
 - B. A product manager
 - C. A new-product manager
 - D. A venture team
 - E. Any of the above
8. International marketing through joint venturing :
- A. involves joining local investors with whom the firm shares ownership and control
 - B. is a more complex form of franchising
 - C. is seldom, if ever, required by foreign governments as a condition of entry
 - D. is the ultimate and preferred method of entering foreign markets
 - E. involves more commitment and less risk than licensing
9. The _____ process is the term used to describe the evolution from exporting to direct investment.
- A. glocalization
 - B. internationalization
 - C. nationalization
 - D. multinationalization
 - E. globalization
10. A _____ strategy standardizes certain core elements and localizes other elements of the company's marketing strategy.
- A. regiocentric
 - B. multinational
 - C. global
 - D. ethnocentric
 - E. glocal

11. High brand equity provides a number of competitive advantages, including :
- A. more trade leverage in bargaining with distributors and retailers
 - B. the ability to charge a higher price than competitors
 - C. the ease with which new products can be launched
 - D. some defense against price competition
 - E. all of the above
12. A brand extensions strategy has the benefit of :
- A. new excitement and commitment to the manufacturer's product line
 - B. the ability of the new brand to benefit from the strength of the established brands
 - C. the guaranteed success of a premium pricing strategy
 - D. instant recognition and early acceptance for the new product
 - E. being never ending, that is, no matter how many brands are introduced with a particular brand, it will succeed
13. Enterprise resource planning (ERP) systems are typically used to manage :
- A. human resources departments
 - B. market-focused organizations
 - C. infomediaries
 - D. value network
 - E. a promotional campaign
14. Which of the following statements about marketing channels is true ?
- A. Marketing-channel decisions are among the most critical decisions facing management.
 - B. Market channels are sets of interdependent organizations.
 - C. The marketing channels selected by a manager intimately affect all the other marketing decisions.
 - D. A marketing channel is also called a trade channel or a distribution channel.
 - E. All of the above statements about marketing channels are true.
15. If a channel member is able to coordinate successive states of production and distribution because of the size and power of the firm doing the coordinating, it is using a(n) :
- A. administered vertical marketing system
 - B. horizontal marketing system
 - C. corporate vertical marketing system
 - D. contractual vertical marketing system
 - E. multichannel marketing system

(背面仍有題目,請繼續作答)

(二) 問答題

1. 何謂 value chain (價值鏈)，Wal-Mart 如何發揮各部門之功能，達成價值鏈的綜效。(15分)
2. 請解釋 click and Mortar 與 Brick and Mortar 之不同及策略性意義。(15分)
3. 萬客隆自 1989 年進入本國流通市場之後，曾經有過市場領導者，歷經 13 年的市場環境變動之下，如今落敗退出市場，究竟萬客隆於這段時期的行銷策略與競爭策略上有那些問題呢？請加以分析論述。(25分)