

一、選擇題(共 20 題，每題 3 分)

1. Intranets are used to help _____.
 - a. buying and selling processes
 - b. business-to-business purchasing
 - c. employees to communicate with each other
 - d. customer relations

2. _____ form(s) the foundation of a successful direct-marketing effort.
 - a. A good customer database
 - b. Fast Internet connections
 - c. Properly trained computer operators
 - d. Attention-getting Web sites

3. Each culture contains smaller _____, or groups of people with shared value systems based on common life experiences and situations.
 - a. alternative evaluations
 - b. cognitive dissonances
 - c. subcultures
 - d. motives

4. A person's buying choices are further influenced by four major psychological factors. Which is not one of these factors?
 - a. motivation
 - b. perception
 - c. habitual buying behavior
 - d. learning

5. Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following except _____.
 - a. physiological needs
 - b. safety needs
 - c. need recognition
 - d. self-actualization

6. The buyer decision process consists of five stages. Which of the following is not one of these stages?
 - a. need recognition
 - b. information search
 - c. variety-seeking buying behavior
 - d. purchase decision

(背面仍有題目,請繼續作答)

7. Marketing efforts, which include public health campaigns to reduce smoking, alcoholism, drug abuse, and overeating are called _____.
- specialty product
 - social marketing
 - shopping product
 - consumer product
8. A _____ involves the use of a successful brand name to launch new or modified products in a new category.
- brand equity
 - product line
 - brand extension
 - private brand
9. Manufacturers' brands have long dominated the retail scene. In recent times, however, an increasing number of retailers and wholesalers have created their own _____ (or store brands).
- slotting fees
 - private brands
 - specialty product
 - service variability
10. Your firm has decided to localize its products and services to meet local market demands. A good approach to use would be _____ segmentation.
- geographic
 - benefit
 - end use
 - customer
11. When choosing a target marketing strategy, many factors need to be considered. Which of the following was not mentioned as important in your text?
- company resources
 - degree of product variability
 - product life-cycle
 - market stability

12. In order to make positioning effective, the brand's _____ and _____ must be implanted in customers' minds.
- uniqueness; differentiation
 - unique benefits; differentiation
 - differentiation; equity
 - price; competitiveness
13. Leadership in these type of marketing system is assumed not through common ownership or contractual ties but through the size and power of one or a few dominant channel members
- horizontal marketing system
 - administered VMS
 - corporate VMS
 - conventional marketing channel
14. Which type of product might require a more direct marketing channel to avoid delays and too much handling?
- lower-priced products
 - perishable products
 - higher-priced products
 - products in their maturity or decline stage
15. Today, a growing number of firms now outsource some or all of their logistics to _____.
- subcontractors
 - third parties
 - channel members
 - third-party logistics providers
16. The first step in _____ is _____, the process of identifying, assessing, and selecting key competitors.
- competitor analysis; competitive advantage
 - competitive marketing strategies; competitive advantage
 - competitive advantage; competitor analysis
 - competitive marketing strategies; competitor analysis

(背面仍有題目,請繼續作答)

17. _____ involves first identifying and assessing competitors and then selecting which competitors to attack or avoid.
- Competitive marketing strategy
 - Benchmarking
 - Customer-centered analysis
 - Market leading
18. The _____ usually leads the other firms in price changes, new-product introductions, distribution coverage, and promotion spending.
- market leader
 - direct marketer
 - strategy leader
 - word-of-mouth leader
19. When companies watch both their customers and their competitors, they are called _____.
- promotion companies
 - market-centered companies
 - variety-seeking companies
 - alternative companies
20. _____ occur(s) when a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes.
- Line extensions
 - Product mix
 - Interactive marketing
 - Service variability

二、申論題(共 2 題 每題 20 分)

- 台灣的产品以自創品牌方式銷售到國外時，除了會面臨產品形象及品牌形象之影響以外，製造國的形象亦會影響消費者購買行為。當企業之產品定位與實際有誤差時，您認為應如何確認誤差的原因以調整此種定位差距。
- 選舉行銷的操作方式，如用傳統的行銷 4P 要素架構是否適用？如果您認為不適用，請指出不足之處？是否有更恰當的概念模式？請引用 2004 年總統大選題材加以論說。