

一、選擇題 (共 20 題, 每題 3 分)

1. Customer retention may be strengthened by:

- A. erecting high switching barriers
- B. calculating the lifetime value of the customer
- C. reducing the value/price ratio on products
- D. eliminating affinity groups
- E. enhancing the supply chain

2. The General Electric portfolio analysis analyzes each business in terms of:

- A. market growth rate and relative market share
- B. relative market share and average gross sales
- C. competitive intensity and target market size
- D. average net sales and return on investment
- E. business strength and market attractiveness

3. Which factors have the broadest and deepest influence on consumer behavior?

- A. personal
- B. organizational
- C. social
- D. cultural
- E. psychological

4. Chuck's hunting and fishing activities, his interest in military history, and his opinions about an all-volunteer army reflect his:

- A. self-concept
- B. personality
- C. social class
- D. lifestyle
- E. demographics

5. New Balance makes athletic shoes for people with wide feet, but this does not mean that it wants its _____ to be fat-friendly. Its ads show everyday people staying in good physical condition by doing nothing extraordinary—just a daily regimen of exercise.

- A. utility
- B. brand personality
- C. associative reference
- D. biogenic motivation
- E. motivational cue

(背面仍有題目, 請繼續作答)

6. According to the work of Frederick Herzberg:
- A. a person moves from stated instrumental motivations to terminal ones
 - B. people are driven by particular needs at particular times
 - C. polite store clerks will not necessarily be a satisfier for a consumer, but impolite ones would be a dissatisfier
 - D. an Estee Lauder perfume arouses a different set of motives in consumers than an Avon perfume
 - E. marketers can use laddering to determine the appropriate appeal to be used in their ads
7. The first step in market segmentation is:
- A. the determination of segment profitability
 - B. needs-based segmentation
 - C. segment identification
 - D. the use of predetermined segment attractiveness criteria
 - E. segment positioning
8. Several existing products on the market tend to hinder new-product development. These hindrances include:
- A. fragmented markets
 - B. shorter product life cycles
 - C. shortage of ways to improve or modify certain products
 - D. faster required developmental time
 - E. all of the above
9. Market attractiveness is influenced by all of the following EXCEPT:
- A. geography
 - B. income and population
 - C. climate
 - D. the strategic position of the company
 - E. the product itself
10. In Tokyo, Disneyland is owned and operated by Oriental Land Company and pays Walt Disney Company 10 percent of all admissions and 5 percent of all food and merchandise sales. This is an example of a _____ agreement.
- A. contract manufacturing
 - B. joint venture
 - C. cooperative organization
 - D. direct investment
 - E. licensing

11. Which statement about durable goods is true?
- A. The primary promotion tool for durable goods is reminder advertising.
 - B. Marketers typically charge low markups for durable goods.
 - C. The primary promotion tool for durable goods is persuasive advertising.
 - D. Durable goods are consumed quickly and purchased frequently.
 - E. None of the above statements about durable goods are true.
12. The _____ of the product mix refers to how closely related the various product lines are in end use, production requirements, distribution channels, or in some other way.
- A. depth
 - B. breadth
 - C. length
 - D. width
 - E. consistency
13. Airlines can try to influence demand for their products and control the perishability characteristic of service by:
- A. creating a slogan that focuses on service reliability
 - B. doing away with the poor image of airplane food
 - C. offering roomier seats
 - D. cultivating non-peak demand
 - E. standardizing the service process and providing more training to flight personnel
14. Demand is likely to be price elastic if:
- A. there are many alternatives and direct substitutes for the product
 - B. buyers do not readily notice price changes
 - C. buyers are slow to change their purchasing habits
 - D. buyers think a higher price is justified by quality differences
 - E. the buyers can use normal inflation to explain the price increase
15. The price setting method most closely corresponding to the concept of product positioning is _____ pricing.
- A. markup
 - B. psychological
 - C. going-rate
 - D. target-return
 - E. perceived-value

(背面仍有題目,請繼續作答)

16. A channel designer needs to understand the service outputs desired because:
- A. customers will no longer accept low-service outputs, even for low prices
 - B. service is the primary criterion consumers now use for almost all purchases
 - C. the more service outputs offered, the higher the price is to the customer
 - D. the more service outputs offered, the lower the fixed and variable costs will be as a result of economies of scale
 - E. the higher the level of service output, the lower the total costs of doing business
17. A purchasing agent is likely to be most responsive to a(n) _____ appeal.
- A. moral
 - B. emotional
 - C. cognitive
 - D. social
 - E. rational
18. Response hierarchy models:
- A. assume buyers pass through cognitive, affective, and behavioral stages
 - B. are helpful in determining the dimensions to be used to assess a product's or a firm's image
 - C. assist marketers in choosing the appropriate target market
 - D. are used to research the specific content of a product's or firm's image
 - E. should be used to check whether image variance for a product or firm is diffused or specific
19. Which of the following retailers would be most likely to use concentration media timing?
- A. a supermarket
 - B. a hair salon
 - C. a store that sells gardening supplies
 - D. a store that specializes in Christmas decorations
 - E. a bookstore
20. Many consumer packaged-goods companies blame _____ for decreasing product loyalty, increasing consumer price-sensitivity, brand-quality-image dilution, and a focus on short-run marketing planning.
- A. reminder advertising
 - B. infomercials
 - C. persuasive advertising
 - D. public relations
 - E. sales promotions

二、申論題 (共 2 題，每題 20 分)

1. 一個完整的行銷企劃書 (Marketing Plan) 應包含哪些內容？請舉某一公司的產品為例，為其擬訂開拓海外新市場的行銷企劃書。
2. 近年來許多零售商店紛紛推出自有品牌 (private brand) 商品，請問：
 - (1) 為何零售商店要推出自有品牌商品？
 - (2) 通常喜愛購買自有品牌商品的消費者具有哪些特徵？
 - (3) 此一趨勢對全國性品牌商品之衝擊為何？製造商應該如何因應？