

編號：G 380 系所：企業管理學系乙組

科目：行銷管理

本試題是否可以使用計算機：可使用，不可使用（請命題老師勾選）

一、選擇題(共 20 題，每題 3 分)

1. _____ is used when end-customers are unwilling to engage in search, the supplier attempts to have its products as widely distributed as possible, and stresses the goal of maximizing the number of outlets.
 - a) Intensive distribution
 - b) Exclusive distribution
 - c) Unsought distribution
 - d) Horizontal distribution
2. _____ is concerned with long-term image-building via a myriad of activities, such as corporate publications, senior executive speeches, and financial support of worthy causes.
 - a) Public relations
 - b) Publicity
 - c) Advertising
 - d) Sales promotion
 - e) Trade promotion
3. Which of the following describes the entity with the most power in a distribution system?
 - a) distribution leader
 - b) channel captain
 - c) channel general
 - d) distribution commander
4. "Anderson Consulting: Number one in billings. Deloitte Consulting: Number one is overall customer satisfaction." is an example of which of the following types of advertising?
 - a) humor advertising
 - b) comparative advertising
 - c) absolute advertising
 - d) virtual advertising
 - e) celebrity endorsement advertising
5. In which of the following communication tools does a firm typically provide information in the form of a story, press release, photograph, or video to a third party transmitter that incorporates the material in its own communications?
 - a) direct marketing
 - b) advertising

(背面仍有題目,請繼續作答)

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- c) packaging
 - d) word-of-mouth
 - e) publicity
6. In a(n) _____ strategy, the firm selects an individual brand name or names for each of the various product categories in which it competes.
- a) umbrella branding
 - b) multibranding
 - c) skimming
 - d) penetration
 - e) concentration
7. _____ is the value that an individual customer receives from a branded product or service, over and above the value received from an identical unbranded product or service.
- a) Customer use satisfaction
 - b) Customer brand equity
 - c) Organizational use satisfaction
 - d) Organizational brand equity
8. In _____, prices stay high as costs are reduced, and the firm earns high margins for limited fixed investment.
- a) penetration pricing
 - b) skim pricing
 - c) structured pricing
 - d) regulated pricing
 - e) differential pricing
9. To develop a successful market segment strategy, a firm should do all of the following EXCEPT:
- a) focus on satisfying important customer needs.
 - b) attempt to meet customer needs better than competitors.
 - c) develop the cheapest product possible.
 - d) offer benefits that are difficult for competitors to imitate.
10. The purpose of _____ is to create a unique and favorable image in the minds of target customers.
- a) segmentation
 - b) positioning
 - c) downsizing
 - d) cost reduction
 - e) share analysis
11. Strategy for a market segment consists of two major elements that consist of

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- _____ and _____.
- generating new ideas and developing the product concept
 - conducting a business case analysis and developing the product
 - selecting the strategic alternative and developing a positioning strategy
 - implementing a production plan and commercializing the product
12. Which of the following strategies is concerned with the enterprise as a whole?
- corporate strategy
 - business unit strategy
 - market strategy
 - market segment strategy
 - product strategy
13. Which of the following is NOT an example of a consumer's demographic characteristic?
- age
 - language
 - social class
 - nationality
 - occupation
14. The end result of the _____ is the identification of a number of market segments.
- market penetration
 - market segmentation
 - market expansion
 - market extension
15. _____ is a game-theory approach that provides a useful framework for thinking through the effects of competitive actions.
- The "Prisoners Dilemma"
 - The Boston Consulting Group Matrix
 - Porters Five Forces
 - Motorola's Six Sigma
16. The form of competition that often occurs when a firm wants to enter a new business area but lacks the requisite assets, such as capital, skills, technology, and market access, or is unwilling to assume the risk and full entry costs itself is known as _____.
- mergers.
 - geographic expansion.
 - de novo start-ups.
 - strategic alliances.

(背面仍有題目,請繼續作答)

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- e) divestures.
17. _____ concerns the number of intermediaries between the supplier and end-customer.
- a) Distributor type
 - b) Distribution channel depth
 - c) Distributor operating expenses
 - d) Distribution channel breadth
 - e) Distribution channel exclusivity
18. In favor of _____, the firm may enjoy economies of scale in advertising and promotion for an individual brand.
- a) multibranding
 - b) skimming
 - c) umbrella branding
 - d) penetration
 - e) concentration
19. If entry barriers are low and the market is price sensitive, which of the following pricing strategies would be most appropriate?
- a) penetration pricing
 - b) skim pricing
 - c) structured pricing
 - d) regulated pricing
 - e) differential pricing
20. The ability to perform the promised service dependably and accurately is the key variable referred to as _____.
- a) responsiveness
 - b) assurance
 - c) empathy
 - d) reliability
 - e) tangibles

二、申論題(每題 20 分)

1. 「在產品生命週期之成長期階段，市場區隔化為有效的策略。」此一敘述是否正確？請論述之。
2. 依標的市場涉入差異程度別，行銷策略會有何改變？請加以說明。