

編號： 385 系所：企業管理學系乙組

科目：行銷管理

本試題是否可以計算機：可使用，不可使用（請命題老師勾選）

## 一、選擇題（每題 3 分，共 60 分）

1. When companies watch both their customers and their competitors, they are called \_\_\_\_\_.
  - a. promotion companies
  - b. market-centered companies
  - c. variety-seeking companies
  - d. alternative companies
2. Almost every industry includes forms that specialize in serving \_\_\_\_\_. Instead of pursuing the whole market, or even large segments, these forms target subsegments.
  - a. market niches
  - b. benchmarking
  - c. customer databases
  - d. outside sales forces
3. Company managers receive timely information about competitors in the form of phone calls, e-mails, bulletins, newsletters, and reports from whom?
  - a. sales promotion
  - b. advertising intelligence
  - c. competitor value analysis
  - d. competitive intelligence
4. When simple message ideas become great ad campaigns, usually the \_\_\_\_\_ and the \_\_\_\_\_ will team up to generate many creative concepts, hoping that one of these concepts will turn out to be the big idea.
  - a. advertising specialist; art director
  - b. sales promoter; copywriter
  - c. advertising agency; art director
  - d. copywriter; art director
5. Advertising appeals should have three characteristics. Which is not one of these characteristics?
  - a. They should be meaningful.
  - b. They must be believable.
  - c. They all must show lifestyle.
  - d. They should also be distinctive.
6. A \_\_\_\_\_ involves the use of a successful brand name to launch new or modified products in a new category.
  - a. brand equity
  - b. product line
  - c. brand extension
  - d. private brand

(背面仍有題目,請繼續作答)

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7. A(n) \_\_\_\_\_ is a name, term, sign, symbol, design, or a combination of these, that identifies the maker or seller of a product or service.
- service
  - brand
  - co-branding
  - internal marketing
8. 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
9. What is a major tool companies use to market themselves to various publics – such as General Electric states, “We bring good things to life”?
- person marketing
  - corporate image advertising
  - product quality
  - product line
10. Product planners need to think about products and services on three levels. Each level adds more customer value. The most basic level is the \_\_\_\_\_, which addresses the question, “What is the buyer really buying?”
- actual product
  - augmented product
  - core benefit
  - co-branding
11. Governmental agencies are becoming more involved in marketing as the years pass. When a local government advertises keeping the area’s streams and water supply cleaner, it is involved in \_\_\_\_\_.
- green marketing
  - social marketing campaigns
  - demarketing
  - environmental marketing
12. Customers buy from stores and firms that offer the highest \_\_\_\_\_.
- value for the dollar
  - customer perceived value
  - level of customer satisfaction
  - both b and c

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13. The main difference between \_\_\_\_\_ organizations and other contractual system is that these systems are normally based on some unique product or service.
- voluntary chain
  - retailer cooperative
  - franchise
  - agent
  - warehouse-club
14. Merchandising \_\_\_\_\_ are corporations that combine several different retailing forms under central ownership.
- conglomerate
  - agents
  - brokers
  - franchise
  - independents
15. Too many retailers fail because they try to have “something for everyone” and end up satisfying no market well. Successful retailers \_\_\_\_\_ their target markets well and position themselves strongly.
- increase
  - franchise
  - wholesale
  - define
  - position
16. In recent years, \_\_\_\_\_ has/have been growing fast. This includes selling to final consumers through direct mail, catalogs, telephone, and the Internet.
- specialty stores
  - shopping center
  - superstores
  - non-store retailing
  - e-commerce
17. What does the term customization mean?
- The company leaves it to individual customers to design the offering.
  - Customers can shop anytime they want to.
  - Customers can talk to each other on the Internet.
  - The customer is always right.
  - None of the above

(背面仍有題目,請繼續作答)

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18. The Internet gave birth to a new species of e-markets, \_\_\_\_\_ that operate(s) only online.

- a. brick-and-mortar companies
- b. click-and-mortar companies
- c. old economy
- d. click-only dot-coms
- e. Web-and-mortar companies

19. "Take the product as it is and find customers for it" is the slogan for \_\_\_\_\_.

- a. product strategy
- b. direct product
- c. global product
- d. straight product extension
- e. product adaptation

20. \_\_\_\_\_ is when a company comes together with a foreign company to produce or market products or service.

- a. Exporting
- b. Pre-approach
- c. Joint venturing
- d. A strategic alliance
- e. C and D

二、申論題 (每題 20 分，共 40 分)

1. 面對台灣國內零售企業發展大型化，您覺得消費財製造商之通路策略應如何因應？傳統通路是否仍有存在空間或優勢？為什麼？請詳加說明。
2. 關係行銷何以越來越被重視，其原因背景為何？請詳加論述。