

國立屏東商業技術學院 99 學年度碩士班暨碩士在職專班入學考試試題

行銷與流通管理系碩士班 <一般生行銷管理>

行銷管理

注意：

1. 本試卷共四頁有二大項：第一大項為配合題(單配題)，計 10 題，請依序作答於答案卷上；第二大項為問答題，計 2 題，請依序並標明題號作答於答案卷上。
2. 配合題(單配題)共十題，配合答案共有二十六個選項(答案選項為 A、B、...、Z)，請選出一個適當的答案，答對每題給 4 分，未答者得零分。每一題僅有一個適配的答案，若填寫兩個以上或無法辨識答案者，則該題不予計分。本單元為英文題，不得使用電子辭典。
3. 問答題共兩題，每題三十分。
4. 試題隨答案卷及答案卡一併繳回。

一、配合題：(40%)

請將下列解釋名詞配合 A~Z 的陳述，選出一個最恰當的答案。

1. Marketing Management
2. Marketing myopia
3. Customer Relationship Management
4. Opinion Leader
5. Market Segmentation
6. Product Life Cycle
7. Market-penetration Pricing
8. Marketing Channel
9. Sales Promotion
10. Viral Marketing

- A. It emphasizes customer orientation and coordination of marketing activities to achieve the organization's performance objectives.
- B. Person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts social influence on others.
- C. Dividing the market into groups according to the different benefits that consumers seek from the product.
- D. A set of interdependent organizations that help make a product or service available for use or consumption by the consumer or business user.
- E. The art and science of choosing target markets and building profitable relationship with them.
- F. It is the value a brand adds to a product.
- G. A distribution system in which a single firm sets up two or more marketing channels to reach one or more customer segments.
- H. The course of a product's sales and profits over its lifetime. It involves five distinct stages: product development, introduction, growth, maturity, and decline.
- I. The extent to which a product's perceived performance matches a buyer's expectations.
- J. Managing detailed information about individual customers and carefully managing customer "touch points" in order to maximize customer loyalty.
- K. It is another element of the marketing communications mix, the face-to-face interaction between a seller and a buyer for the purpose of satisfying buyer needs to the benefit of both.
- L. A market-coverage strategy in which a firm goes after a large share of one or a few segments or niches.
- M. The Internet version of word-of-mouth marketing—Web sites, videos, e-mail messages, or other marketing events that are so infectious that customers will want to pass them along to friends.
- N. The mistake of paying more attention to the specific products a company offers than to the

- benefits and experiences produced by these products.
- O. Relatively homogeneous divisions within a society that contain people with similar values, needs, lifestyles, and behavior.
- P. Setting a low price for a new product in order to attract a large number of buyers and a large market share.
- Q. Prices that buyers carry in their minds and refer to when they look at a given product.
- R. An ongoing, organized procedure to generate, analyze, disseminate, store, and retrieve information for use in making marketing decisions.
- S. Strategies that strongly position the company against competitors and that give the company the strongest possible strategic advantage.
- T. It is a tightly coordinated distribution channel designed specifically to improve operating efficiency and marketing effectiveness.
- U. The price is set at the highest possible level that the most interested consumers will pay for the new product.
- V. The idea that consumers will favor products that offer the most quality, performance, and features and that the organization should therefore devote its energy to making continuous product improvements.
- W. Short-term incentives to encourage the purchase or sale of a product or service.
- X. Dividing the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality.
- Y. Dividing a market into smaller groups with distinct needs, characteristics, or behavior that might require separate marketing strategies or mixes.
- Z. The process of measuring and evaluating the results of marketing strategies and plans and taking corrective action to ensure that objectives are achieved.

二、問答題：(60%)

1. 發財公司首度到大陸拓展市場，初期以華東地區為目標市場，為了瞭解大陸居民對泡泡沙士的接受度，於是在南京、蘇州、廈門等城市試銷，調查結果發現有七成的大陸民眾可接受沙士的口味。因此確定以泡泡沙士做為主攻產品。然而，當發財公司以鋪天蓋地的方式將沙士鋪滿所有通路，不料卻傳來銷量成長緩慢，鋪貨愈來愈困難的消息。因為大陸民眾認為沙士的口味很怪、且有藥味，七成民眾根本無法接受這個口味。請問發財公司的市場調查可能犯了哪些錯誤？您建議該公司要如何進行市場調查？
2. 倘若您畢業後打算透過網路創造新的事業，為了向青輔會申請創業貸款，您需要撰寫一份創業計畫書。試以一樣您所熟悉的產品為例，撰寫一份行銷企劃書。(得分高低取決於企劃構思邏輯與完整性)