

國立中興大學

110 學年度

碩士班考試入學招生

試 題

學系：行銷學系

科目名稱：行銷管理

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Multiple Choice—Choose ONE Best Answer (每題四分) 請於答案卷上作答，否則不予計分

1. The first step in the marketing research process is to _____.
 - A. contact a professional consultant
 - B. develop a research plan
 - C. define the problem and research objectives
 - D. read marketing research journals
 - E. analyze the internal environment

2. A niche is characterized as being all of the following EXCEPT _____.
 - ① the customers generally have smaller amounts of income
 - ② the nicher gains certain economies through specialization
 - ③ the customers in the niche have a distinct set of needs
 - ④ the customers will pay a premium to the firm that satisfies their needs
 - ⑤ the niche is not likely to attract other competitors

(A) ① (B) ①⑤ (C) ①②③ (D) ④⑤ (E) ②③④

3. With respect to understanding consumer behavior, there are four key psychological processes. All of the following would be among those processes EXCEPT _____.
 - A. perception
 - B. learning
 - C. memory
 - D. lifestyle
 - E. motivation

4. Which of the following are *not* examples of a demographic segmentation variable?
 - ① family life cycle
 - ② religion
 - ③ personality
 - ④ loyal status
 - ⑤ density
 - ⑥ race

(A) ①②③④⑤ (B) ②③④⑤ (C) ③④⑤ (D) ①②⑥ (E) ③⑤

5. If a market is segmented according to light, medium, and heavy product users, the marketer segmenting this market is using the _____ as the means to segment.
 - A. buyer-readiness stage
 - B. occasion
 - C. benefit
 - D. user status
 - E. usage rate

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6. To say that a product has a life cycle is to assert four things. All of the following would be from that list of assertions EXCEPT _____.
- A. products all basically exhibit cycle-recycle growth patterns
 - B. products have a limited life
 - C. profits rise and fall at different stages of the product life cycle
 - D. products require different marketing, financial, manufacturing, purchasing, and human resource strategies in each life-cycle stage
 - E. product sales pass through distinct stages, each posing different challenges, opportunities, and problems to the seller
7. Which of the following are considered to be viable market follower strategies _____.
- ① counterfeiter
 - ② cloner
 - ③ imitator
 - ④ adapter
 - ⑤ innovator
- (A) ①②③④⑤ (B) ①②③④ (C) ①②③ (D) ①②④⑤ (E) ②③④
8. As a marketing manager, you have decided to pursue new customers with your established products. Specifically, the new customers that you want are those who might use the product but do not at present. Which of the following strategies is recommended to pursue such a customer market?
- A. New-market segment strategy
 - B. Market-penetration strategy
 - C. Consolidation strategy
 - D. Geographical-expansion strategy
 - E. Needs-assessment strategy
9. A _____ is the set of all products and items a particular seller offers for sale.
- A. product system
 - B. product line
 - C. family of products
 - D. product class
 - E. product mix
10. Some service firms often engage in _____, consisting of a fixed fee plus a variable usage fee.
- A. two-part pricing
 - B. captive pricing
 - C. mixed pricing
 - D. pure bundling
 - E. pure pricing

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本科目試題共五頁

11. When supermarkets and department stores drop the price on well-known brands to stimulate store traffic, this is called _____.
- A. loss-leader pricing
 - B. special-event pricing
 - C. perceived value pricing
 - D. psychological pricing
 - E. everyday low pricing
12. Services have four distinctive characteristics that greatly affect the design of marketing programs. Which of the following are these characteristics?
- ① Intangibility
 - ② Variability
 - ③ Communicability
 - ④ Perishability
 - ⑤ Inseparability
- (A) ①②③④ (B) ①②④⑤ (C) ①②③⑤ (D) ①③④⑤ (E) ②③④⑤
13. The advantages of integrated marketing communications to the firm are many. Which of the following is NOT one of the advantages of having an integrated marketing communications program?
- A. It increases consumer involvement.
 - B. It produces stronger message consistency.
 - C. It forces management to think about how the company communicates.
 - D. It produces greater sales impact.
 - E. It forces management to think about every way the customer comes in contact with the company.
14. In choosing the proper media to carry the message, advertisers must decide on _____.
- A. markets, target markets, consumers
 - B. strategy, users, media
 - C. reach, impact, television stations
 - D. reach, frequency, impact
 - E. target markets, users, heavy users
15. The five types of power available to the producer to elicit cooperation from channel members includes all of the following EXCEPT _____ power.
- A. expert
 - B. coercive
 - C. referent
 - D. reward
 - E. position

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16. Using the formula of AIDA the salesperson tells the “story” to the buyer. AIDA stands for?
- A. Attributes, interest, demands, action
 - B. Attributes, interest, desire, decision
 - C. Attention, interest, desire, attributes
 - D. Attention, interest, desire, action
 - E. Action, interest, attention, decision
17. Adopters of new products move through five stages. These stages are _____.
- ① interest
 - ② adoption
 - ③ trial
 - ④ evaluation
 - ⑤ awareness
- (A) ⑤①④③② (B) ①⑤④③② (C) ①⑤③④② (D) ⑤①③④② (E) ④①③⑤②
18. Repositionings are _____.
- A. existing products that are targeted to new markets or market segments
 - B. new products that allow a company to enter an established market for the first time
 - C. new products that supplement established product lines (package sizes, flavors, and so on)
 - D. new products that provide improved performance or greater perceived value and replace existing products
 - E. new products that create an entirely new market
19. BMW was able to successfully introduce its 3 Series car at \$30,000 without injuring its ability to sell other BMW cars for \$100,000 or more. BMW implemented a(n) _____.
- A. value stretch
 - B. downward line stretch
 - C. upward line stretch
 - D. filling-out strategy
 - E. product line contraction strategy
20. In choosing which countries to invest in, companies sometimes choose psychic proximity to their own country. Psychic proximity can best be defined as _____.
- A. countries that “mimic” the host country in terms of language and culture
 - B. countries close to the “host” country in which the company feels that they can infiltrate quickly and profitably
 - C. countries close to the “host” country in which the company feels comfortable with the language, laws, and culture
 - D. countries that the host country’s management team have visited
 - E. countries close to the “host” country in which the company can easily transport their products

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本科目試題共五頁

21. Which of the following statements about demand curve is true?
A. shows the relationship between product demand and product price
B. is used to illustrate the effect of price on the quantity supplied
C. usually slopes upward and to the right
D. is always graphically depicted by a straight line
E. is a technique used to calculate contribution margin
22. Why would a company adopt an undifferentiated targeting strategy when there is so much evidence of the benefits of a differentiated strategy?
A. to remove the need for disintermediation
B. to move a product to the next stage of its product life cycle
C. to more efficiently focus on its CRM strategy
D. to take advantage of economies of scale
E. all of the above
23. According to the communication model, _____ is the process of translating an idea into a form of communication that will convey the desired meaning.
A. decoding
B. encoding
C. signing
D. receiving
E. sending
24. Which of the following statements about advertising are true?
① It is for many the most familiar and visible element of the promotion mix.
② It is nonpersonal communication from an identified sponsor using the mass media.
③ It involves direct interaction between a company representative and a customer.
④ Unlike other forms of promotion, advertising is intended to stimulate immediate action rather than building long-term loyalty from a customer.
⑤ Consumers perceive advertising as always having a high level of credibility.
(A) ①②③④⑤ (B) ②③④⑤ (C) ①②④ (D) ①② (E) ③⑤
25. The _____ for a guest paying for a night's stay at a hotel is rest and sleep.
A. value-deliverable product
B. customized benefit
C. core product
D. generic product
E. augmented product