

國立中興大學

111 學年度

碩士班考試入學招生

試題

招生系所：行銷學系

科目名稱：行銷管理

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科目：行銷管理

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本科目不得使用計算機

本科目試題共 6 頁

說明：答題中文或英文皆可（答案一律填寫於答案本中，並請清楚標明題號）

## I. Multiple choice questions (單選題) (80%)

- Henry Ford's philosophy was to perfect the Model-T so that its cost could be reduced further for increased consumer affordability. This most likely reflects the \_\_\_\_\_.
  - customer-driving marketing concept
  - marketing concept
  - societal marketing concept
  - production concept
  - selling concept
- Ainsworth is a toy manufacturer based in Australia. Which of the following most likely indicates that Ainsworth is following a diversification strategy?
  - Ainsworth increases its spending on advertising and promotion.
  - Ainsworth acquires the rights to manufacture toys resembling a popular cartoon character.
  - Ainsworth introduces its toys in the Indian and South-East Asian markets.
  - Ainsworth enters the U.S. market with a line of children's clothing.
  - Ainsworth develops a new line of educational toys targeting its current market.
- ToyBox is a toy manufacturer based in the United Kingdom. Which of the following indicates that the company is following a market penetration strategy?
  - It introduces a line of children's clothing in the United Kingdom.
  - It acquires toy rights for a popular cartoon character to boost its sales.
  - It introduces its toys in the Indian and South-East Asian markets.
  - It enters the U.S. market with a line of children's clothing.
  - It develops a new line of educational software targeted at the current market.

4. Which of the following is an example of consumer-generated marketing?
- A. Cristal, a jewelry store, uses its page on Facebook to provide information about its upcoming products to its customers.
  - B. Figa, a leading provider of athletic shoes, helps its customers customize their shoes on its Web site and choose personalized settings.
  - C. Fun & Run, a local amusement park, promotes its services by allowing consumers to upload videos and write reviews about the park.
  - D. Barton's, a local pet supply store, rewards frequent buyers with vouchers and exclusive offers.
  - E. Energix, a manufacturer of soft drinks, attracts customers through televised advertisements.
5. Which of the following products would the electronics company CypressSound classify as a cash cow in its BCG matrix?
- A. Cyan — a cell phone that is designed for music lovers and has a very low market share in a market that is growing steadily
  - B. Boosh — a home entertainment system that has a strong market share in a market that is likely to expand in the future
  - C. Xpress — an MP3 player that has a high market share in a market that is not expected to grow significantly
  - D. AutoPlay — a car audio system that has a high market share in a market that has been growing constantly
  - E. Unipress — a CD player that has a very low market share in a market that is shrinking rapidly
6. In a SWOT analysis, which of the following would be considered a weakness of a company?
- A. an unfavorable economic climate that discourages consumption
  - B. the exit of a competitor from the market
  - C. inflation that leads to higher prices of the company's products
  - D. falling consumer interest in its products
  - E. obsolete technologies used by the company
7. Compared with undifferentiated marketing, differentiated marketing is more likely to lead to \_\_\_\_\_.
- A. reduced sales in each market segment
  - B. weaker product position in each market segment
  - C. higher costs of doing business
  - D. redundancy in product design across market segments
  - E. smaller market share in the industry

背面有題，請繼續作答。

8. Howard Schultz, the founder of Starbucks, positioned his bistros as "a third place" between work and home where patrons could share and enjoy a cup of coffee with friends. This illustrates \_\_\_\_\_.
- A. an actual product
  - B. a core customer value
  - C. simple bundling
  - D. an augmented product
  - E. complex bundling
9. World Skies' Flight 167 takes off at 50 percent capacity. The unoccupied seats cannot be stored for later sale or use. This is an example of which service characteristic?
- A. tangibility
  - B. intangibility
  - C. perishability
  - D. variability
  - E. inseparability
10. Which of the following is an example of licensing?
- A. DMX, an electronics manufacturer, acquires Z-Elex, a start-up firm, and sells all Z-Elex's products under the DMX brand name.
  - B. Berry, a fruit juice company, uses a well-known cartoon character to promote the company's line of children's products and pays the creator of the cartoon character a fee.
  - C. XLC, a sporting goods firm, sponsors a number of top athletes in various sports and also hosts the XLC Sporting Achievement Awards.
  - D. ZetaBike, a bicycle manufacturer, teams up with VitaWater, a sports drink producer, to introduce ZetaVita, an energy drink.
  - E. Mason's, a retail chain, sells a number of different products from different manufacturers under the brand name Mason's.
11. BerryBerry is a fruit juice company that has traditionally sold three varieties of mixed-fruit juices: DazzleBerry, AquaBerry, and GloBerry. The company wants to add more products to its product line. In this case, which of the following is an example of co-branding by BerryBerry?
- A. The company introduces BerryBliss, a dried berry snack mix for kids.
  - B. BerryBerry adds a new fruit juice flavor, TangyBerry.
  - C. The company introduces a line of flavored milk and yogurt under a new brand name.
  - D. The company creates a new brand, NatureFresh, for a line of cosmetics based on fruit flavors and colors.
  - E. BerryBerry teams up with SFX, a sporting goods company, to introduce a line of energy bars called BerryBerry SFX.

12. Non-Dairy Delight, a manufacturer of soy milk, attracts new customers by adding cinnamon, pumpkin, and vanilla flavors to its traditional product. In this case, the company has developed its brand with \_\_\_\_\_.
- A. brand extensions
  - B. line extensions
  - C. multibranding
  - D. new product lines
  - E. co-branding
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14. There are more than 50 blueberry farmers in Shammonton, New Jersey, that grow, package, and distribute the same quality blueberries. An individual farmer cannot charge more than the going market price per unit without the risk of losing business to the other farmers. This is an example of \_\_\_\_\_.
- A. pure competition
  - B. monopolistic competition
  - C. oligopolistic competition
  - D. a pure monopoly
  - E. a black market
15. Sonic Shack, an audio equipment retailer, signs an agreement with PineWire, a renowned electronics company, to sell PineWire products. The deal requires Sonic Shack to provide PineWire products with superior displays, shelf space, and promotion compared to competing products. Sonic agrees to these terms as PineWire products command a huge share in the market. Which of the following types of channel arrangements do PineWire and Sonic Shack most likely have?
- A. administered vertical marketing system
  - B. corporate vertical marketing system
  - C. indirect marketing system
  - D. wholesaler franchise system
  - E. horizontal marketing system

16. Luccia's is a restaurant based in Illinois that exclusively sells Italian food. Luccia's sells the rights to its recipes to a British firm, Clover Trading, which then opens an outlet in London under the Luccia's brand name. Which kind of channel arrangement does Luccia's most likely have with Clover Trading?
- A. a horizontal marketing system
  - B. a direct marketing system
  - C. an administered vertical marketing system
  - D. a contractual vertical marketing system
  - E. a corporate vertical marketing system
17. When Toyota announces a product recall on its Camry model due to a faulty igniter, they are using \_\_\_\_\_ to coordinate with dealers and car owners.
- A. reverse logistics
  - B. outbound logistics
  - C. inbound logistics
  - D. inventory logistics
  - E. disintermediation
18. Which of the following statements is most likely true about the product life cycle?
- A. Throughout the product introduction stage, sales are zero.
  - B. The growth stage is the longest stage of the product life cycle.
  - C. Profits are nonexistent in the growth stage.
  - D. Growth is a period of rapid market acceptance and increasing profits.
  - E. Maturity is the period when sales fall off but profits continue to rise.
19. Which of the following is true of the growth stage of the product life cycle?
- A. New competitors avoid the market.
  - B. Prices tend to increase significantly.
  - C. Early adopters stop buying the product.
  - D. Profits are nonexistent at this stage.
  - E. Sales start climbing quickly.
20. The first generation Apple iPod was introduced in 2001 and sold for \$500. The following year a mini version was introduced for \$250. Apple initially used a \_\_\_\_\_ strategy to price their digital music innovation.
- A. market-skimming
  - B. target costing
  - C. deceptive
  - D. market-penetration
  - E. predatory

II. Short answer questions (簡答題) (20%)

1. (4%) What is marketing strategy?
2. (4%) What is content marketing?
3. (4%) What is Omni-channel?
4. (4%) What is Integrated Marketing Communications (IMC)?
5. (4%) XYZ company launches a new product for \$12. Total fixed costs are \$64,000 per year and variable costs are \$8 per unit. Please calculate break-even point in dollars.