

臺灣綜合大學系統 108 學年度學士班轉學生聯合招生考試試題

科目名稱	行銷管理	類組代碼	B01
		科目碼	B0191
<p>※本項考試依簡章規定各考科均「不可以」使用計算機 本科試題共計 5 頁</p>			
<p>Multiple Choice [Choose ONE Best Answer (50%)] 本大題請於答案卡作答</p>			
<p>1. Secondary data is often available--at little or no cost--from: A) both private and government sources. B) the Internet. C) trade associations. D) public company records. E) All of the above.</p> <p>2. Most firms in the business world set their prices using: A) government price guidelines. B) demand-oriented price setting. C) cost-oriented price setting. D) mathematical analysis. E) marginal analysis.</p> <p>3. To get problem-specific data, a marketing researcher would use: A) the experimental method. B) a questioning method. C) an observing method. D) Any or all of the above. E) Either A or B--but not C</p> <p>4. Which of the following statements about economic utility is NOT true? A) Possession utility gives a customer the right to use a product. B) Place utility means making the product wherever it can be done most efficiently. C) Time utility means having the product available when the customer wants it. D) Form utility is provided by making something out of something else. E) Task utility is provided when someone performs a task for someone else.</p> <p>5. Michael Wang, the owner of Wang Shoe Store, recently discovered that shoe stores in his area have an average markup of 40 percent. Upon investigation, Michael found that his average markup is NT\$150 on shoes that he sells for NT\$450. This suggests that: A) Michael has higher-than-average costs. B) Michael is pricing his products higher than his competitors. C) Michael is taking a smaller average markup than his competitors. D) Michael has a relatively high stockturn rate. E) Michael's markups in dollar amounts are about the same as his competitors.</p> <p>6. Which of the following organizations would be least likely to need marketing skills? A) an accountant B) an electronics retailer C) a toy manufacturer D) a financial advisor E) All of the above would need marketing skills.</p> <p>7. Marketing is: A) a set of activities performed by individual organizations. B) relevant to both business and nonprofit organizations. C) a social process. D) all of the above are correct.</p>			

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<p>E) only A and B above.</p>			
<p>8. Marketing will not happen unless: A) e-commerce is flourishing. B) facilitators are present to simplify exchange. C) middlemen are present to facilitate exchange. D) two or more parties each have something they want to exchange for something else. E) an economy is market-directed rather than planned.</p>			
<p>9. When a firm produces a large quantity of a product, the cost of producing each individual unit usually goes down. This is known as: A) discrepancies of quantity. B) exchange efficiency. C) economies of scale. D) macro-marketing. E) form utility.</p>			
<p>10. The role of price in a market-directed economy is to: A) allocate resources and distribute income according to consumer preferences. B) serve as a rough measure of the social importance of consumer goods and services. C) coordinate the economic activity of many people and institutions. D) serve as a rough measure of the value of resources used to produce goods and services. E) All of the above are true.</p>			
<p>11. Accepting the "marketing concept" means that a firm should have a _____ orientation. A) marketing. B) research. C) production. D) sales. E) planning.</p>			
<p>12. A firm with a marketing orientation: A) has little need for salespeople. B) sells what it can make easily. C) tries to determine customers' needs before developing its product. D) focuses advertising on product features. E) all of the above.</p>			
<p>13. Customer value typically would NOT be impacted by a marketing manager's decisions concerning: A) product. B) place. C) promotion. D) price. E) Any of the above might impact customer value.</p>			
<p>14. A marketing strategy consists of two interrelated parts. These are: A) selection of a target market and implementing the plan. B) selection of a target market and development of a marketing mix. C) selection and development of a marketing mix.</p>			

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<p>D) finding attractive opportunities and developing a marketing mix. E) finding attractive opportunities and selecting a target market.</p>			
<p>15. "Product" is concerned with: A) branding and warranties. B) physical goods and/or services. C) packaging. D) developing the right new product for a market. E) All of the above might be involved.</p>			
<p>16. "Place" is concerned with: A) middlemen. B) transporting. C) channel members. D) storing. E) all of the above might be involved.</p>			
<p>17. The most important variable in a firm's marketing mix is: A) Product. B) Price. C) Promotion. D) Place. E) None of the above--all contribute to one whole.</p>			
<p>18. Differentiation refers to the _____ of the firm's marketing mix to meet the needs of the target market. A) similarity B) uniqueness C) unsuitability D) willingness E) none of the above</p>			
<p>19. A S.W.O.T. analysis A) focuses on what a firm plans to do to "Satisfy Wishes Of a Target" customer. B) summarizes a firm's "strategy, wishes (of its customers), outlook and tactics." C) helps defend against potential competitors by developing a set of competitive "safeguards, weapons, offensives, and tactics." D) identifies a firm's "strengths, weaknesses, opportunities and threats." E) seeks to reduce the risk of competitive surprises by scanning the market for "signals, warnings, omens, and tips."</p>			
<p>20. A student club printed 1,000 "I LOVE NCHU" stickers for sale at \$30.00 each as a fundraiser. Its fixed costs were \$5000, and the variable cost for each sticker was \$5.00. The club's average cost was: A) \$20 B) \$25 C) \$ 5 D) \$10 E) There is not enough information to tell.</p>			

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<p>21. A generic market is one in which</p> <p>A) products from different industries compete for customers by trying to satisfy the same basic need.</p> <p>B) no firm can establish a competitive advantage.</p> <p>C) a number of firms are all offering new or improved products in an effort to increase sales.</p> <p>D) one seller has a patent for a superior product and other competitors imitate the leader with inferior products.</p> <p>E) None of the above is true.</p> <p>22. Segmenting:</p> <p>A) is essentially a disaggregating or "break it down" process.</p> <p>B) assumes that all customers can be grouped into homogeneous and profitable market segments.</p> <p>C) tries to aggregate together individuals who have similar needs and characteristics.</p> <p>D) usually results in firms aiming at smaller and less profitable markets.</p> <p>E) assumes that each individual should be treated as a separate target market.</p> <p>23. Which of the following is NOT an economic need?</p> <p>A) Dependability in use</p> <p>B) Hunger</p> <p>C) Economy of use</p> <p>D) Convenience</p> <p>E) Efficiency in use</p> <p>24. Which of the following is NOT a psychological variable?</p> <p>A) culture.</p> <p>B) personality.</p> <p>C) learning.</p> <p>D) perception.</p> <p>E) attitudes.</p> <p>25. The whole set of beliefs, attitudes, and ways of doing things of a reasonably homogeneous set of people is called their:</p> <p>A) personal environment.</p> <p>B) culture.</p> <p>C) motivation.</p> <p>D) learned set.</p> <p>E) opinion set.</p>			

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Essay Questions (Please answer in English or Chinese): [本大題請於答案卷作答]

1. How do you measure the effectiveness of marketing campaign? (20%)
2. How did the Airbnb successfully acquire new customers? (20%)
3. What is the mission of Google? What is the business model of the Google? (10%)