

銘傳大學九十學年度轉學生招生考試

七月三十日 第三節

商設 轉三

行銷學 試題

一、 解釋下列行銷研究經常使用的數量方法

1. 主成份分析 (principle component analysis)
2. 正典相關分析 (canonical correlation analysis)
3. 因素分析 (factor analysis)
4. 集群分析 (cluster analysis)

二、 問答題

1. 消費者市場的市場區隔變數有地理、人口統計、心理方面集行為方面，請問個區別變數的理論基礎為何？及適用時機？
2. 工業市場的市場區隔變數有作業性、人口統計、採購方式及情境因素等，請問各區隔變數的理論基礎為何？及適用時機？〈每小題 10%，共 20%〉

三、 廣告目標若依想要達成的目的區分，可區分哪三類？各類的適用時機為何？(此題共 20 分)

四、 選擇題 此部份為行銷個案分析，單選題，每題 2%，共 40%，案例一描繪消費者的滿意度，案例二描繪產品組合決策，包括產品、品牌及包裝等議題。案例三描述服務業行銷。

Mini-Case 1

Under the management of Garrison Cox, ComforEase Mattress Company, Inc. has been losing business for several years to its competitors. Cox was recently replaced by Fred Wilson as CEO of the 78-year-old firm. Wilson has implemented a new corporate-wide focus on the customer and on quality. The new CEO began by challenging his marketing team to increase customer value through product improvement while lowering customer costs in terms of time, psychic energy, and money. His second step was to focus on his company's primary activities; logistics, operations, service, etc. He also asked for a review of the company's procurement process, technological development, and other supporting activities. Third, he wanted to know how satisfied ComforEase's customers really were. Wilson was especially interested in learning where former customers had gone. After a great deal of work and a careful analysis of the information gathered, his marketing team recommended that ComforEase implement a program offering rewards to their heaviest and most profitable customers. Wilson was pleased. **Refer to Mini-Case 1.**

1. Which of the following describes the purpose of the challenge the new CEO made to the ComforEase marketing team?

- (a) It was intended to implement total quality marketing. (b) It was intended to measure customer profitability (c) It was intended to increase customer delivered value. (d) It was an effective way to launch a customer retention program. (e) It was an efficient way to determine the company's defection rate.

2. Based on what the CEO wanted to know about his customers' satisfaction, which is the best tool to use to measure it?

(a) sales force surveys (b) customer satisfaction surveys (c) SWOT analysis (d) ghost shopping (e) lost customer analysis.

3. Since this company has been in operation for 78 years, what is the most difficult hurdle Wilson is likely to face as he tries to make the company more customer-centered?

(a) enhancing the customer's value chain (b) the reduction of the defection rate (c) maintaining the satisfaction level of the company's.

4. Wilson's second step involved:

(a) enhancing the customer's value chain (b) augmenting the value-delivery network (c) implementing total quality marketing (d) switching barriers to retain customers (e) focusing on modifications to the corporate culture

5. Wilson's marketing team is recommending as a solution that the company:

(a) begin measuring customer profitability (b) build value through the addition of financial benefits to the product (c) implement a total quality marketing program (d) define what constitutes customer satisfaction (e) build a strong value delivery network

Mini-Case 2

In the processed meat industry, Sara Lee Meats (SLM) is a star. Sara Lee had almost \$4.6 billion in sales last year with sales in more than 140 nations. It owns and operates meat-processing plants in 40 different nations. SLM's business strategy includes product innovation, acquisitions and mergers, and market leadership in a number of different categories. Its growth strategies support an annual 6 percent growth in sales. Important U.S. brands in the Sara Lee product line are Kahn's, Jimmy Dean, Hillshire Farms, Bryan, State Fair, and Best's Kosher, and Tasteful!. According to SLM executive George Chivari, "We work very hard at Sara Lee on brand equity.... We have to make sure our new ideas are not only profitable and achieve big volume for our [retail] customers, but also that they are consistent with the quality of the brand and there is a good fit." One of SLM's recent new products that seems to have a good fit with the company's other products was Tasteful!. Tasteful! brand is described as a lunch combination. It features two small sandwiches, chips, and dessert. The lunch combination was developed and marketed by Jimmy Dean foods, a company that prior to the introduction of this product had just made sausage. Refer to Mini-Case 2.

1. Given what you have read about Sara Lee Meats, you would think that its executive want you to classify the SLM products as:

(a) homogeneous shopping products (b) specialty products (c) convenience products (d) staples (e) impulse products

2. If we look at Sara Meats (SLM) as strictly a meat processing company, which of the following statements best describes the company?

(a) SLM has a narrow, but deep product mix. (b) SLM has a long and deep product mix. (c) SLM's product mix lacks consistency. (d) SLM has a narrow and shallow product mix. (e) SLM has a wide, yet shallow product mix.

3. If the product manager for Hillshire Farms found its Hillshire brand pork sausage was selling well and its Hillshire Farms brand turkey sausage was selling slowly, the product manager might try line _____ to increase sales for the slower end of the product line.

(a) harvesting (b) featuring (c) augmentation (d) modernization (e) filling

4. On basis for maintaining SLM's brand equity would be to:

(a) offer innovative new products on a continual basis (b) make community involvement an important part of SLM's strategic plan (c) curb the entrepreneurial spirits of its decentralized strategic business

- units (d) make sure customers have a strong perception of brand quality (e) use selective distribution
- 5. What kind of tests would MSL's marketing research have used to make sure that Tastefuls! would not only create the appropriate image in the consumers' mind but would also be easily remembered?**
 (a) preference and association (b) association and memory (c) learning and memory (d) association, learning, preference, and memory (e) memory, association, and learning
 - 6. When Hillshire Farms, a manufacturer of various kinds of sausages, introduced a new line of sausages made with turkey meat under the Hillshire Farms brand, it was an example of a ___ strategy.**
 (a) cobranding (b) brand licensing (c) line extension (d) multibranding (e) brand extension
 - 7. The introduction of Tastefuls! was an example of a ___ strategy.**
 (a) multibranding (b) family branding (c) cobranding (d) licensed branding (e) brand extension
 - 8. SLM's Tastefuls! brand features two small sandwiches, chips, and a name brand dessert. In some of the meals, the dessert is Nabisco's Oreo cookies. In this instance, SLM is using a ___ strategy.**
 (a) multibranding (b) family branding (c) cobranding (d) licensed branding (e) brand extension

Mini-Case 3

Horizons Unlimited is a medium-sized travel agency that wants to become larger. Its slogan is, "You dream. We deliver. We plan. You play." Currently, it offers customers travel bags, personal electronic organizers, and city maps as ancillary products to the trips it arranges. The staff dresses informally. A gregarious soft-spoken receptionist takes incoming calls and greets each caller like a long-lost friend. The travel agency if they have any problems on their trip. Refer to Mini-Case 3.

- 1. The service provided by the travel agency is:**
 (a) both equipment- and people based (b) market segment driven and people-based (c) primarily people-based and personal need driven (d) personal need driven and primarily equipment based (e) ownership based and personal need driven
- 2. The travel agency is an example of a:**
 (a) pure service (b) major service with minor goods and services (c) hybrid (d) pure tangible (e) tangible good with accompanying service
- 3. The travel agency's free gifts address the service characteristic of:**
 (a) intangibility (b) inseparability (c) variability (d) inconsistency (e) perishability
- 4. For some trips it plans, the agency agrees to pay \$200 to you the customer if the dream it has planned for you turns out to be a nightmare. This is one way the agency can deal with the ___ characteristic of service.**
 (a) intangibility (b) inseparability (c) variability (d) inconsistency (e) perishability
- 5. The fact that every once in awhile the agency may book customers on planes that are overbooked or be unable to send the customer to a requested resort is an example of the ___ characteristic of service.**
 (a) intangibility (b) inseparability (c) variability (d) inconsistency (e) perishability
- 6. Which of the following is an example of the primary service offering of the agency?**
 (a) trip planning (b) cellular phone in case of unforeseen trouble (c) an on-line web site for question (d) free parking and transportation to the airport
- 7. Booms and Bitner suggest that the "Ps" for the marketing of goods differs from the "Ps" needed for the marketing of service. The travel agency's service strategy is an example of which of the "Ps" identified by Booms and Bitner?**
 (a) promotion (b) process (c) people (d) positioning (e) physical evidence

〈試題完〉