

世新大學九十五學年度碩士在職專班招生考試試題題卷

第 1 頁共計 2 頁

系所組別	考試科目
公共關係暨廣告學系	行銷學

考生請於答案卷內作答

答題注意事項：請在答案卷上標清楚各個答案的題號。

一、簡答題：(每題 10% , 共佔 50%)

- (1) 何謂 STP(Segmentation, Targeting 或 Target Marketing, Positioning) ? 其在行銷管理上有何重要性 ?
- (2) 價格調整的策略有哪些 ? 請各舉一例說明。
- (3) 傳統的行銷通路與垂直行銷系統(Vertical marketing system, VMS)兩者有何差別 ?
- (4) 何謂 Promotion Mix(又稱 Marketing Communication Mix) ? 設計 Promotion Mix 應掌握何原則 ?
- (5) 市場領導者可採取何種策略創造競爭優勢 ? 市場挑戰者可採取何種策略創造競爭優勢 ?

二、請閱讀以下英文，並回答其下的問題：(佔 30%)

There are three types of brands. Functional brands are bought by consumers to satisfy functional needs. Many of consumers' associations with these brands are, as one would expect, related to the physical features and basic functions of the products. Successful functional brands are closely tied in buyers' minds to specific product categories and they often share many associations with other brands in the same product category. Beyond serving basic needs, many functional brands differentiate from their competitors, which over much if not all of the same functionality, by offering superior performance or by providing superior economy.

Image brands create value principally by projecting an image. While they may be based on an extraordinary product, these brands are distinguished from competitors because buyers see them as offering a unique set of associations or image. Image brands are often created in categories where products are relatively undifferentiated or quality is difficult to evaluate, or where consumption of the product is highly visible to others. Under such circumstances, the images attached to the brand add value in terms of distinguishing it from other brands or by serving as a "badge" informing others of one's group membership or accomplishments. In either case, it is the set of images attached to the brand that define the brands' uniqueness and create symbols that are highly valued by buyers. Some brands that begin as functional brands may evolve into image brands. Image brands may be created in many ways - by adding product features that evoke images, or make an emotional connection with buyers, by associating a brand with particular types of users, or by clever advertising campaigns.

系所組別	考試科目
公共關係暨廣告學系	行銷學

考生請於答案卷內作答

Experiential brands differ from image brands in terms of their emphasis. Whereas image brands focus on what the product represents, experiential brands focus on how consumers feel when interacting with the brand. The brand experience is co-created by the brand and the consumer at the time of consumption and, consequently, it is unique and highly personal. In-deed, such a brand may be experience differently by the same individual at different times.

An experiential brand may include a tangible product, but this is not required. Moreover, if a product is part of an experiential brand, ownership of it may never be transferred to the consumer. Instead, products, environments, and services are combined to create temporary multi-sensory encounters with the brand. Consequently, the “place” and “people” components of service delivery are particularly important in creating strong experiential brands. Experiential brands connect with consumers’ desire to move beyond a self-presentation and focus on self-enriching experiences and causes. Interacting with the brand is an end in itself, rather than being a means to some other goal.

讀完以上的英文，請回答以下問題：(請勿一字不漏地翻譯，本題不是考翻譯。)

- (1) 根據上面的英文，請問 functional brands, image brands 與 experiential brands 各有何特徵？它們之間有何差別？
- (2) 縱合上面的英文以及你個人的知識，請問行銷人員若想將品牌塑造成 functional brands 或 image brands 或 experiential brands，分別需要掌握那些原則？並請針對每一種品牌各舉一成功的品牌為例說明之。
- (3) 根據你的知識，品牌定位(brand positioning)為何很重要？品牌定位應掌握哪些原則？

三、(1) 過去一年你讀過哪些行銷方面的書籍（不包括教科書），請寫出這些書的書名，假如你閱讀的冊數超過十本，請寫出你印象最深刻或受益最多的十本即可。(2) 請問這些書帶給你哪些新知與啟發？關於是先發的部分，請舉例說明。如果冊數過多，難以一一陳述，可先以綜合歸納的方式說明你所獲得的新知與啟發，再舉各別的書籍佐證。(佔 20%)