

國立臺北大學 113 學年度日間學士班轉學生招生考試試題

學制系級：休閒運動管理學系日間學士班 3 年級

科目：行銷學

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Multiple Choice Questions (100%, 2% each)

Please indicate the most appropriate answer.

1. According to BCG matrix, a _____ sign indicates a product that is low on relative market share with high growth rate. Once the market share increase, this product will move to a _____ sign in the matrix.
(A) cash cow; question mark
(B) question mark; star
(C) star; question mark
(D) star; cash cow
(E) cash cows; dog
2. _____ refers to the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.
(A) Market segmentation
(B) Product positioning
(C) Targeting
(D) Marketing mix
(E) Positioning
3. Product design, packaging, and service all can be categorized as a part of _____ in the marketing mix.
(A) product
(B) price
(C) promotion
(D) place
(E) label
4. Which of the following can be categorized as weakness in a SWOT analysis?
(A) Negative political impact of a country
(B) Shortage of labor supply in a market
(C) Strict regulations regarding environmental protection
(D) Scarce of resources and materials
(E) Low productivity of a company
5. _____ refers to a situation when an ad for Nike sneakers pops up on your Facebook wall because your friend recently purchased a pair of Nike sneakers online.
(A) Online listening
(B) Behavioral targeting
(C) Social targeting
(D) Undifferentiated marketing
(E) Social listening

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6. _____ are frequently used when marketers conduct marketing research on consumer behaviors regarding fast-moving consumer goods (FMCG), such as cookies and toothpastes, to identify their brand preference and purchasing patterns, such as frequency and numbers of items purchased.
- (A) Questionnaires
 - (B) In-depth interviews
 - (C) Focus groups
 - (D) Lab experiments
 - (E) Observations
7. P & G has more than six different brands of detergents which compete against one another on the market. Which of the following can best describe P & G's brand development strategy?
- (A) Brand extension
 - (B) Product line extension
 - (C) New brand
 - (D) Multibrands
 - (E) Diversification
8. _____ is most suitable for exploratory research. _____ is most suitable for establishing cause-and-effect relationships.
- (A) Observation; Experiment
 - (B) Survey; Observation
 - (C) Experiment; Survey
 - (D) Experiment; Observation
 - (E) Observation; Survey
9. In terms of business to business (B2B) buying situations, buyers make the fewest decisions in _____ and the most in _____.
- (A) straight rebuy; modified rebuy
 - (B) straight rebuy; system selling
 - (C) system selling; modified rebuy
 - (D) system selling; new-task buy
 - (E) straight rebuy; new-task buy
10. Many retailers are now opening smaller format stores, such as Carrefour Market and Target Express, to fit the needs of densely packed neighborhoods. According to the statement above, what market segmentation strategy do they apply?
- (A) Geographic segmentation
 - (B) Demographic segmentation
 - (C) Psychographic segmentation
 - (D) Behavioral segmentation
 - (E) Generation segmentation
11. Consumers nowadays can log on <https://www.vans.com/custom-shoes.html> and have their desired Vans sneakers customized. What is the marketing targeting strategy used by Vans?
- (A) Undifferentiated marketing
 - (B) Differentiated marketing
 - (C) Niche marketing
 - (D) Micromarketing
 - (E) Macromarketing

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12. Which of the following B2B purchase behaviors can best describe the fact that IBM not only provided its Maximo Asset Management software but also on-site training and planning workshops to the 19 regional theme parks of Six Flags in the US.
- (A) New-task buy
 - (B) Straight rebuy
 - (C) Modified rebuy
 - (D) System selling
 - (E) None above
13. Among the five adopter groups, which of the following are opinion leaders in their communities and adopt new ideas early but carefully?
- (A) Innovators
 - (B) Early adopters
 - (C) Early majority
 - (D) Late majority
 - (E) Laggards
14. A(n) _____ product, such as furniture or cars, is the type of product that comes with higher prices and are less frequently purchased. Consumers often carefully compare of brands on suitability, quality, price, and style.
- (A) shopping product
 - (B) convenient product
 - (C) unsought product
 - (D) industrial product
 - (E) specialty product
15. _____ includes designing and producing containers and wrapper for a product.
- (A) Packaging
 - (B) Product line
 - (C) Service
 - (D) Brand
 - (E) Labeling
16. On April 15th, 2020, Apple released iPhone SE to the market. Which of the following can best describe its brand development strategy?
- (A) Brand extension
 - (B) Multibrands
 - (C) New brand
 - (D) Line extension
 - (E) None above

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17. Sanrio has a wide array of Hello Kitty products including a ceramic tiles store located in Taipei City. Which of the following can best describe the brand sponsorship strategy of Hello Kitty?
- (A) Manufacturer's brand
 - (B) Licensing
 - (C) Co-branding
 - (D) Private brand
 - (E) Brand extension
18. _____ occurs when a loyal Apple consumer read an article that was unfavorable to Apple and believed it was the malicious criticism from its competitor.
- (A) Selective attention
 - (B) Selective retention
 - (C) Selective distortion
 - (D) Selective reception
 - (E) Selective judgement
19. With its free shipping and 365 days return policy, Zappos has become one of the fastest growing online shoes and clothing retailers in the world. Zappos differentiation is based on _____.
- (A) product
 - (B) distribution
 - (C) service
 - (D) people
 - (E) image
20. _____ strategy was used when Harley Davidson introduced perfume and cologne to the market.
- (A) Market penetration
 - (B) Market development
 - (C) Product development
 - (D) Unrelated diversification
 - (E) Related diversification
21. Canon priced its printers at a relatively low price and set higher markups on cartridges, this pricing strategy can be referred to _____.
- (A) market-penetration pricing
 - (B) market-skimming pricing
 - (C) product line pricing
 - (D) captive-product pricing
 - (E) by-product pricing
22. Which of the following conditions is not suitable for market-skimming pricing strategy?
- (A) The quality and image of a product match with its price.
 - (B) There are sufficient buyers with willingness to purchase the product at the set price.
 - (C) Competitors unlikely to sell similar products at a much lower price.
 - (D) Competitors can enter the market easily.
 - (E) The market is highly price-sensitive.

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23. Parking lots nearby National Taipei University charge 20 NTD per hour on week days and 40 NTD per hour on weekends. Which of the following pricing strategy is used on these parking lots?
- (A) customer-segmented pricing
 - (B) psychological pricing
 - (C) promotional pricing
 - (D) dynamic pricing
 - (E) geographical pricing
24. P & G gives a _____ discount to its resellers when they help sell, restore and keep record of its products.
- (A) seasonal
 - (B) quantity
 - (C) functional
 - (D) cash
 - (E) promotional
25. Which of the pricing strategies was applied when an eBay seller stated “a shipping fee of \$9.99 will be charged for items delivered to the US 48 contiguous states”?
- (A) FOB-origin pricing
 - (B) uniform-delivered pricing
 - (C) zone pricing
 - (D) basing-point pricing
 - (E) freight-absorption pricing
26. Evian sets the price of mineral water at 80 NTD per bottle and Evian Brumisateur Mineral Water Spray moisturizer at 400 NTD per aerosol can. Which of the following pricing strategies can it be referred to?
- (A) product-form pricing
 - (B) customer-segment pricing
 - (C) location pricing
 - (D) psychological pricing
 - (E) reference pricing
27. When IKEA set out to design its products, it began with an ideal selling price based on customer-value considerations and then set the cost that ensured the price was met. What price-positioning strategy does it refer to?
- (A) good value pricing
 - (B) value-added pricing
 - (C) target costing
 - (D) break-even pricing
 - (E) cost-plus pricing
28. Many theme parks set various prices for different groups including kids, adults and elderly people. This pricing strategy can be referred to _____.
- (A) reference pricing
 - (B) psychological pricing
 - (C) promotional pricing
 - (D) customer-segmented pricing
 - (E) dynamic pricing

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29. Dell computer mistakenly marked its computers at a much lower price twice (June & July) in 2009 which attracted lots of consumers to place orders; however, Dell only offered coupons as a compensation to the customers who placed orders but refused to sell the computer at the marked price. Dell computer may be accused for _____ in this whole event.
- (A) price discrimination
 - (B) price fixing
 - (C) deceptive pricing
 - (D) predatory pricing
 - (E) market-skimming pricing
30. If a company sells its products below costs with the intention of punishing its competitors or gaining higher long-term profits by putting competitors out of business, this company is involved in _____.
- (A) price discrimination
 - (B) deceptive pricing
 - (C) market-skimming pricing
 - (D) market-penetration pricing
 - (E) predatory pricing
31. CPC Corporation, Taiwan (CPC) and Formosa Petrochemical Corporation (FPCC) have shared almost the entire petroleum market in Taiwan. It is an example of _____.
- (A) pure competition
 - (B) monopolistic competition
 - (C) pure monopoly
 - (D) oligopolistic competition
 - (E) none above
32. Costco operates in huge, drafty, warehouse-like facilities and offer fewer products than regular superstores. What type of off-price retailers does Costco belong to?
- (A) independent off-price retailers
 - (B) warehouse clubs
 - (C) factory outlets
 - (D) discount stores
 - (E) superstores
33. _____ are superstores that are actually giant specialty stores (e.g., BestBuy and B & Q)?
- (A) Super markets
 - (B) Discount stores
 - (C) Specialty stores
 - (D) Warehouse clubs
 - (E) Category killers

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34. Pepsi signed a contract with KFC and reached an agreement that KFC sells only Pepsi products at its venues. Which of the following can best describe the agreement between the two parties?
- (A) tying agreement
 - (B) exclusive territorial agreement
 - (C) exclusive distribution
 - (D) full-line pricing
 - (E) exclusive dealing
35. _____ occur when the company finds a small number of representative test cities, conducts a full marketing campaign in these cities, and uses store audits, consumer and distributor surveys, and other measures to gauge product performance.
- (A) Standardized test markets
 - (B) Controlled test markets
 - (C) Simulated test markets
 - (D) Online test markets
 - (E) None above
36. Coca-Cola offers syrup and licenses its trademark to bottle manufacturers worldwide to produce and sell its products. Which of the following contractual VMS does it belong to?
- (A) manufacturer sponsored retailer franchise system
 - (B) manufacturer sponsored wholesaler franchise system
 - (C) service firm sponsored retailer franchise system
 - (D) service firm sponsored wholesaler franchise system
 - (E) none above
37. _____ happens when a reseller orders a certain amount of air-conditioners from Hitachi and Hitachi gives a 2% price reduction to the reseller on the products.
- (A) A functional discount
 - (B) Promotional allowances
 - (C) A quantity discount
 - (D) Trade-in allowances
 - (E) A seasonal discount
38. _____ is ideal for convenient products and common raw material, such as soda, toothpastes, sugar and salt.
- (A) Intensive distribution
 - (B) Selective distribution
 - (C) Exclusive distribution
 - (D) Exclusive dealing
 - (E) Full-line forcing
39. According to the Product Life-Cycle, a company aims to maximize market share by offering product extensions, service and warranty for a certain product when it is at _____ stage.
- (A) introduction
 - (B) growth
 - (C) maturity
 - (D) rejuvenation
 - (E) decline

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40. _____ marketing spending now accounts for the largest share of media spending, 20% more than TV.
(A) Digital
(B) Direct-mail
(C) Kiosk
(D) Telephone
(E) Catalog
41. _____ is the total combined customer lifetime values of all the company's current and potential customers.
(A) Share of customer
(B) Value proposition
(C) Customer equity
(D) Market share
(E) Customer-perceived value
42. A shoe company's ads feature the members of a popular country music band. Product sales increase significantly among the band's fans. From the fans' viewpoint, the band is a _____.
(A) membership group
(B) reference group
(C) laggard
(D) subculture
(E) late-majority adopter
43. Kallton is a multinational communications and information technology corporation. Its principal products are mobile telephones and tablets. It recently announced on its website that customers can suggest ideas for its upcoming product model. Contributors of short-listed ideas will be adequately rewarded. In this case, Kallton is using _____ to generate new product ideas.
(A) marketing strategy development
(B) crowdsourcing
(C) concept development
(D) business analysis
(E) test marketing
44. Using _____, researchers measure consumer responses to new products and marketing tactics in laboratory stores or virtual online shopping environments.
(A) simulated test markets
(B) controlled test markets
(C) business analysis
(D) standard test markets
(E) concept development
45. Wilkinson & Company sells plumbing supplies across the United States. Wilkinson uses Chicago as its central location for determining freight costs regardless of the city from which products are actually shipped. For example, a Dallas customer pays the freight cost from Chicago to Dallas even if the goods are shipped from Dallas. Wilkinson most likely uses _____ pricing.
(A) basing-point
(B) FOB-origin
(C) freight-absorption
(D) zone
(E) reference

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46. Performance Inc. sells its newest athletic shoe styles to The Sneaker Store and distributes dated or slightly defective merchandise through Sports Discounters. Performance Inc.'s main competitor is Topnotch Manufacturers. Performance Inc. also markets its products through the company website. They decide to offer a short-term online promotion to encourage consumers to buy their newest athletic shoes, promoting a 20 percent discount off current retail prices. In such a distribution channel, which of the following would be considered a vertical conflict?
- (A) a conflict between Performance Inc. and The Sneaker Store
 - (B) a conflict among Performance Inc., The Sneaker Store, and Sports Discounters
 - (C) a conflict between The Sneaker Store and Sports Discounters
 - (D) a conflict between Performance Inc. and Sports Discounters
 - (E) a conflict between Performance Inc. and Topnotch Manufacturers
47. Integrating the entire distribution chain—from its own design and manufacturing operations to distribution through its own managed stores—has turned Spanish clothing chain Zara into the world's fastest-growing fast-fashion retailer. This is an example of a(n) _____.
- (A) contractual VMS
 - (B) corporate VMS
 - (C) administered VMS
 - (D) horizontal VMS
 - (E) direct VMS
48. Walmart's decision to suspend its planned expansion into India's huge but fragmented retail market due to obstacles put in place by the host nation to protect its mom-and-pop retailers is an example of _____.
- (A) tariffs
 - (B) excise duties
 - (C) quotas
 - (D) nontariff trade barriers
 - (E) exchange controls
49. In addition to joint ownership ventures in China, Intel has made substantial outlays in its own manufacturing and research facilities there. This is an example of _____.
- (A) exporting
 - (B) direct investment
 - (C) licensing
 - (D) indirect exporting
 - (E) management contracting
50. When a company makes marketing decisions by considering consumers' wants and interests, the company's requirements, and society's long-run interests, it is most likely practicing _____ marketing.
- (A) value
 - (B) societal
 - (C) sense-of-mission
 - (D) consumer-oriented
 - (E) customer value

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