

國立臺北大學 109 學年度日間學士班暨進修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 2 年級

科 目：行銷學

第1頁 共1頁

可 不可使用計算機

一、 Definition of Terms (25%, 5% each)

1. consumer-engagement marketing
2. market-skimming pricing
3. consumer equity
4. market segmentation
5. showrooming

二、 Essay Questions (75%)

1. Give an example and explain how a local retailer in Taiwan successfully create a omni-channel retailing system (10%)
2. Please list and explain four characteristics of service. (8%)
3. What are online listening, behavioral targeting and social targeting? (6%)
Please explain and give each an example. (12%)
4. Please list four market-targeting strategies, from very broadly to very narrowly. (8%)
5. What is product bundle pricing? (3%) Please explain and give an example. (4%)
6. Please specify different types of vertical marketing system. (12%)
7. Please explain the role of wholesalers in the distribution channel and describe their functions. (12%)

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