

# 國立臺北大學 111 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 2 年級

科 目：行銷學

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## I. Definition of Terms (25%, 5% each)

1. omni-channel retailing
2. dynamic pricing
3. consumer equity
4. behavioral targeting
5. shopper marketing

## II. Essay Questions (75%)

1. What is consumer-generated marketing? (10%)  
What is consumer-engagement marketing? (10%)  
Based on the main purpose, what is the major difference between these two? (10%)
2. You are running a small independent breakfast restaurant near campus. The largest competitors within the neighborhood against your restaurant are large chain restaurants like My Warm Day breakfast restaurant. The price of meals sold in your restaurants are exactly the same as at My Warm Day breakfast restaurant. Recently, the wholesale price of food materials including hams, eggs and breads has increased around 25%. My Warm Day breakfast restaurant tends to absorb the price increase from the suppliers, but you realize there is no other way for your restaurant to absorb this increase but pass it on to the customers. At the same time, you are worried about losing customers because of the future price increase.  
Please discuss the possible reasons why My Warm Day breakfast restaurant is able to absorb the increase in costs. (10%)  
Please discuss three appropriate price-increase strategies based on your concern and explain why. (15%)
3. The term “greenwashing” refers to the process which a company deceptively use green marketing as a means to create a false impression about their products and brands that are environmental friendly. Google recently announced that 2020 was the fourth consecutive year for the company achieving 100% renewable energy. Another tech giant, Apple, has also created a greener supply chain since 2007. Suppliers including Foxconn Technology Group and Taiwan Semiconductor Manufacturing Company (TSMC) should use renewable energy and reduce overall energy usage while decreasing carbon emissions.  
On the basis of environmentalism, please discuss in details about whether Google and Apple are truly guided by any given sustainable marketing principles that have been discussed in class or they are just greenwashing. (20%)

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