

國立臺北大學 112 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

第1頁 共10頁

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I. Multiple Choice Questions (100%, 2% each)

Choose the most appropriate answer for each question

1. Procter & Gamble's Tide detergent does not attempt to get to know customers personally. Instead, Tide creates engagement and relationships through brand-building advertising, websites, and social media presence. Which of the following types of associations would be most profitable for the firm to develop with these customers?
(A) full partnerships
(B) basic relationships
(C) joint ventures
(D) strategic alliances
(E) business partnering
2. For the past nine years, PepsiCo's Doritos brand has held a "Crash the Super Bowl" contest in which it invites 30-second ads from consumers and runs the best ones during the game. This is an example of _____.
(A) consumer-generated marketing
(B) frequency marketing
(C) customer-club marketing
(D) sustainable marketing
(E) multi-level marketing
3. _____ 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
4. A _____ is purposeful, specifying what an organization wants to accomplish in the larger environment.
(A) marketing strategy
(B) marketing objective
(C) strategic plan
(D) mission statement
(E) market portfolio
5. In the BCG growth-share matrix, question marks refer to products or businesses with a _____.
(A) low market share in a niche market
(B) low market share in a market with high growth prospects
(C) greater market share than all their competitors combined in a saturated market
(D) high market share in a market with a high growth rate
(E) low market share in a market that is set to shrink significantly

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科 目：行銷學

第2頁 共10頁

☐可 ☒不可使用計算機

6. A _____ is made up of a company, its suppliers, its distributors, and its customers who partner with each other to improve the performance of the entire system.
- (A) value chain
 - (B) shareholder network
 - (C) business portfolio
 - (D) value delivery network
 - (E) growth-share matrix
7. Which of the following is part of the microenvironment of a firm's marketing environment?
- (A) the political state of the country in which the firm exists
 - (B) the cultural forces that exist in a society
 - (C) the suppliers who work with the company
 - (D) the technological resources available to the company
 - (E) the different demographic trends in the market
8. American Honda purchases over \$20 billion worth of auto parts and materials every year. _____ are an important link in the company's success.
- (A) Wholesalers
 - (B) Suppliers
 - (C) Physical distribution firms
 - (D) Media firms
 - (E) Retailers
9. Which generational group is most comfortable using digital technologies?
- (A) Millennial
 - (B) Zoomer
 - (C) Generation X
 - (D) Generation Z
 - (E) Lost Generation
10. Changes in variables, such as income, cost of living, interest rates, and savings and borrowing patterns most likely reflect changes in the _____ environment of a company.
- (A) economic
 - (B) natural
 - (C) demographic
 - (D) political
 - (E) cultural

試題隨卷繳交

接下頁

國立臺北大學 112 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

第3頁 共10頁

☐可 ☒不可使用計算機

11. New information-based knowledge of customers and the marketplace that helps create customer value, engagement and build relationships is called _____.
(A) big data
(B) customer insights
(C) a marketing information system
(D) planning information
(E) creative data collection
12. Which of the following is *not* considered a source of competitive marketing intelligence?
(A) observing consumers firsthand
(B) monitoring social media
(C) competitors' internal databases
(D) benchmarking competitors' products
(E) online research
13. 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
14. _____ involves enlisting or even creating opinion leaders to serve as brand ambassadors who spread the word about a company's products.
(A) Social marketing
(B) Traditional marketing
(C) Influencer marketing
(D) Direct marketing
(E) Values marketing
15. Which of the following is a psychographic characteristic of a consumer?
(A) gender
(B) age
(C) lifestyle
(D) occupation
(E) economic status

試題隨卷繳交

接背面

國立臺北大學 112 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

第4頁 共10頁

☐可 ☒不可使用計算機

16. Which of the following terms is used to describe a specific mix of human traits that may be attributed to a particular brand?
- (A) brand perception
 - (B) brand architecture
 - (C) brand personality
 - (D) brand loyalty
 - (E) brand equity
17. _____ is the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behavior.
- (A) Differentiation
 - (B) Mass marketing
 - (C) Market targeting
 - (D) Market segmentation
 - (E) Positioning
18. Which of the following is the right order of the steps that companies generally follow in designing a customer-driven marketing strategy?
- (A) market segmentation, differentiation, positioning, and market targeting
 - (B) positioning, market segmentation, mass marketing, and market targeting
 - (C) market segmentation, market targeting, differentiation, and positioning
 - (D) market alignment, market segmentation, differentiation, and market positioning
 - (E) market recognition, market preference, market targeting, and market insistence
19. Lilly's, a furniture retailer, sells low-end furniture and accent pieces that are targeted toward lower-income consumer groups. Lilly's most likely segments the consumer market based on _____ variables.
- (A) demographic
 - (B) psychographic
 - (C) universal
 - (D) geographic
 - (E) behavioral
20. Bakeries and coffee bistros that offer pumpkin-flavored items only during the autumn season target their consumers primarily through _____ segmentation.
- (A) psychographic
 - (B) demographic
 - (C) income
 - (D) occasion
 - (E) age and life-cycle

試題隨卷繳交

接下頁

國立臺北大學 112 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

第5頁 共10頁

☐可 ☒不可使用計算機

21. Ninety-five percent of Rolls-Royce buyers customize their order in some way. The ability to customize their vehicle is an example of _____.
- (A) niche marketing
 - (B) local marketing
 - (C) individual marketing
 - (D) mass marketing
 - (E) market segmentation
22. Harley-Davidson disciples share a common, deeply held attraction to the brand. Harley appeals include: freedom, independence, power, and authenticity. Harley-Davidson doesn't just sell motorcycles. It sells self-expression, lifestyles, aspirations, and dreams. This illustrates _____.
- (A) an actual product
 - (B) core customer values
 - (C) simple bundling
 - (D) an augmented product
 - (E) complex bundling
23. Major appliances, furniture, and clothing are typical examples of _____ products.
- (A) convenience
 - (B) shopping
 - (C) unsought
 - (D) specialty
 - (E) capital
24. 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
25. 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

試題隨卷繳交

接背面

國立臺北大學 112 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

第6頁 共10頁

☐可 ☒不可使用計算機

26. A _____ pricing strategy for an offering begins with an assessment of customer needs and perceptions. Then a target price is set based on customer perceptions of worth.
- (A) cost-based
 - (B) target costing
 - (C) value-based
 - (D) value-added
 - (E) competition-based
27. Providing extra amenities to differentiate and support high-priced products is referred to as _____ pricing.
- (A) high-low
 - (B) value-added
 - (C) target return
 - (D) everyday low
 - (E) cost-plus
28. Under _____, the market consists of many buyers and sellers trading over a range of prices rather than a single market price.
- (A) pure competition
 - (B) monopolistic competition
 - (C) oligopolistic competition
 - (D) a pure monopoly
 - (E) a pure monopsony
29. With each new generation of Apple iPhone, iPad, or Mac computer, new models start at a high price then work their way down as newer models are introduced. Apple initially uses a _____ strategy.
- (A) market-skimming
 - (B) target costing
 - (C) deceptive
 - (D) market-penetration
 - (E) predatory
30. Establishing prices for razor blades that must be used with a razor blade system is known as _____ pricing.
- (A) by-product
 - (B) market-penetration
 - (C) product line
 - (D) product bundle
 - (E) captive-product

試題隨卷繳交

接下頁

國立臺北大學 112 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

第7頁 共10頁

☐可 ☒不可使用計算機

31. Pricing a product based on consumers' reference prices is referred to as _____ pricing.
- (A) geographical
 - (B) psychological
 - (C) allowance
 - (D) by-product
 - (E) captive-product
32. 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
33. Mary Kay Cosmetics and Amway sell their products through home and office sales parties, online websites, and social media. Both companies use a(n) _____ channel to distribute their offerings.
- (A) functional
 - (B) indirect
 - (C) direct
 - (D) layered
 - (E) behavioral
34. 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
35. 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

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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8頁 共10頁

☐可 ☒不可使用計算機

36. _____ creates a seamless cross-channel buying experience that integrates in-store, online, and mobile shopping.
- (A) Shopper marketing
 - (B) Omni-channel marketing
 - (C) Test marketing
 - (D) Online marketing
 - (E) Consolidation marketing
37. Which type of retailer typically carries deep product assortments of narrow product lines?
- (A) self-service retailers
 - (B) specialty stores
 - (C) warehouse clubs
 - (D) discount stores
 - (E) factory outlets
38. _____ includes all the activities involved in selling goods and services to those buying them for resale or business use.
- (A) Wholesaling
 - (B) Sole sourcing
 - (C) Franchising
 - (D) Crowdsourcing
 - (E) Showrooming
39. Lush Lawns, a new landscaping company, uses the same logo and shade of green in all forms of communication including its online ads, truck signage, website, and business cards. Which technique is being used by Lush Lawns to promote its business?
- (A) logistics information management
 - (B) inventory control segmentation
 - (C) niche market penetration
 - (D) integrated marketing communications
 - (E) global marketing management
40. Trendy Appliances has introduced a new product, Minute Yogurt, into the yogurt maker appliance market. Minute Yogurt differs from competitive offerings because it takes a minute to blend and a minute to clean. Which type of advertising would be best for promoting Minute Yogurt?
- (A) informative advertising
 - (B) reminder advertising
 - (C) classified advertising
 - (D) comparative advertising
 - (E) personalized advertising

試題隨卷繳交

接下頁

國立臺北大學 112 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

第9頁 共10頁

☐可 ☒不可使用計算機

41. Which of these is the fastest-growing forms of marketing?

- (A) digital
- (B) mail
- (C) television
- (D) radio
- (E) promotions

42. Every time a search is made using keywords related to construction, search engines display text-based advertisements and links to Regan Builders, a construction firm. The marketing tool used by Regan Builders is best referred to as a _____.

- (A) display advertisement
- (B) contextual advertising
- (C) digital catalog
- (D) community website
- (E) Web blog

43. Which of the following is true of viral marketing?

- (A) It is the digital version of word-of-mouth marketing.
- (B) It refers to online marketing problems caused by technical glitches.
- (C) It is another term for the unethical invasion of online privacy.
- (D) It is an automated system that manages digital sales and marketing functions.
- (E) It is a system that allows a supplier to access a customer's inventory levels online.

44. A country may place a limit on the volume of imported citrus fruit that is allowed. This is an example of a(n) _____.

- (A) quota
- (B) tariff
- (C) customs duty
- (D) fine
- (E) excise duty

45. 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

試題隨卷繳交

接背面

國立臺北大學 112 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

第10頁 共10頁

☐可 ☒不可使用計算機

46. 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
47. Veggie Delight, a leading manufacturer of frozen vegetarian burgers, has recently entered the Middle East markets. Based on its research, consumers in the Middle East prefer spicier burgers than in the United States and other countries. So the company alters the ingredients in its burgers to meet the local preferences. In this scenario, Veggie Delight is using a(n) _____ strategy to market its product.
(A) communication adaptation
(B) undifferentiated marketing
(C) straight product extension
(D) product invention
(E) product adaptation
48. _____ marketing calls for socially and environmentally responsible actions that meet the present needs of consumers and businesses while also preserving or enhancing the ability of future generations to meet their needs.
(A) Sustainable
(B) Customer driving
(C) Mass
(D) Customer-driven
(E) Differential
49. "Doing good" and "doing well" are considered a double bottom line of values and profits for many organizations such as TOMS. Profits sometimes suffer as a result. This is one of the challenges of _____ marketing.
(A) societal
(B) sense-of-mission
(C) consumer-oriented
(D) customer value
(E) innovative
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

試題隨卷繳交