

國立台灣海洋大學 96 學年度 第 2 學期 期中考試

科目：行銷管理

系級：運輸與航海科學系

授課教授：丁士展

考試日期：4 月 15 日	准帶項目請打「○」否則打「X」				★須加發計算紙請在試題紙內封袋備註 ★命題請以黑色筆書寫
第 節 (~)	計算機	課本	筆記	字典	
印刷份數： 52 份	X	X	X	X	備註：需附答案紙 <input type="checkbox"/> 是 <input type="checkbox"/> 否

注意：總分 100 分，共 1 頁，畫底線之問題必須用全英文作答，其他可用英文或中文作答，答案卷上請標明答題題號。

1. What are marketing mix and the four Ps? Please give a real example to explain what marketing mix and the four Ps are. (15%)
2. What are uncontrollable factors in the external environment on the marketing mix? Please give a real example to explain how the external environment affects a firm. (15%)
3. What are five methods of entering the global marketplace? Please explain the risk and return levels for the five methods. (15%)
4. Describe the consumer decision-making process. (15%)
5. What is the market segmentation? Describe five bases for segmenting consumer markets. (15%)
6. What are the common advertising appeals? (15%)
7. Explain the following marketing terms and give an example of real applications on marketing: (10%)
 - (1) Cognitive dissonance
 - (2) Cannibalization
 - (3) Family life cycle
 - (4) Product differentiation
 - (5) Usage-rate segmentation