# 國立台灣海洋大學 97 學年度 第 1 學期 期中考試

| 科目：消費者行為 | 系級：運輸與航海科學系 | 授課教授：丁士展 |

| 考試日期：11 月 10 日 第　節（　～　）印刷份數：　55　份 | 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 |
| --- | --- | --- | --- | --- | --- |
| | 計算機 | 課本 | 筆記 | 字典 | 備註：需附答案紙 □是　□否 |
| | X | X | X | X | |

注意：共七題，總分 105 分，滿分以 100 分計，共 1 頁，註明「英文作答」須用全英文答題
(簡答即可)，未註明則可用英文或中文作答，答案卷上請標明答題題號。

1. What is consumer behavior? (英文作答) Please give ten factors that could influence consumer behavior? (15%)

2. In marketing strategy applications, it is essential to remember that segmentation is based on identifying and appealing to consumers with similar behavior. What are the consumer characteristics to segment consumer markets? (英文作答) Please give a real example to explain how a firm or a product segments market. (15%)

3. What is the Consumer Decision Process (CDP) Model? Please make a figure and give a real example to illustrate the CDP model. (英文作答) (15%)

4. There are three factors that influence the extent of the problem-solving process. What are these? (英文作答)

5. What are the important determinants of retailer success or failure? (英文作答) (15%)

6. What are physical store attributes (英文作答) and why are they important? (15%)

7. What determines customer satisfaction? (英文作答) (15%)