

國立高雄第一科技大學 97 學年度 碩士班 招生考試 試題紙

系所別：行銷與流通管理系

組別：甲組

考科代碼：3311

考科：行銷管理

注意事項：

- 1、本科目可使用本校提供之電子計算器。
- 2、請於答案卷上規定之範圍作答，違者該題不予計分。

一、「行銷」已成為所有產業中，啟動公司遠景、使命與策略規劃的關鍵鑰匙。台灣曾擁有「螺絲王國」的美譽，然隨著市場狀況受環境影響，外移成風，大陸台商與國內同業削價競爭，使生產銷售遭受極大的困擾，且共同面臨諸多市場上的難題。近年台灣螺絲產業從早期的開拓外銷市場到現在的升級、轉型過程中，歷經了層層的考驗，若以 *Michael E. Porter* 所提的競爭優勢策略與整合行銷溝通管理論之，企業整體的行銷策略該如何擬定，方能因應全球的競爭，繼續享有「螺絲王國」的美譽？ (20%)

二、消費者行為會受到文化、社會、個人、心理等因素之影響，探討這些因素有助於提供有效接觸、服務消費者的線索。以消費者面對不同來源國、製造產商、品牌等之化妝品而言，化妝品廣告與美容顧問師何者對消費者購買行為產生的影響較大？又不同的通路（如專櫃與傳銷）所產生的影響將會如何？ (15%)

三、*Peter Drucker* 認為「創造顧客」是公司最首要的任務！以麥當勞而言，每天有 4,500 萬顧客湧入 121 個國家近三萬家的分店消費，原因不僅是愛吃漢堡，而是該公司提供了絕佳的服務系統，遞送全世界一致標準的 QSCV。請問您，從建立顧客滿意到留住顧客，何種作為方能有效地創造顧客？(15%)

四、閱讀測驗（閱讀下文後回答後面問題，必須用中文回答。）

The starting point for discussing segmentation is mass marketing. In mass marketing, the seller engages in the mass production, mass distribution, and mass promotion of one product for all buyers. The argument for mass marketing is that it creates the largest potential market, which leads to the lowest costs, which in turn can lead to lower prices or higher margins. However, many critics point to the increasing splintering of the market, which makes mass marketing more difficult. The proliferation of advertising media and distribution channels is making it difficult and increasingly expensive to reach a mass audience.



A market segment consists of a group of customers who share a similar set of needs and wants. The marketer does not create the segments; the marketer's task is to identify the segments and decide which one(s) to target. Segment marketing offers key benefits over mass marketing. The company can presumably better design, price, disclose and deliver the product or service to satisfy the target market. The company also can fine-tune the marketing program and activities to better reflect competitors' marketing.

The ultimate level of segmentation leads to "segments of one," "customized marketing," or "one-to-one marketing." Each business unit will have to decide whether it would gain more by designing its business system to create offerings for segments or for individuals. Companies that favor segmentation see it as more efficient, as requiring less customer information, and as permitting more standardization of market offerings. Those who favor individual marketing claim that segments are a fiction, that individuals within so-called segments differ greatly, and that marketers can achieve much more precision and effectiveness by addressing individual needs.

Customization is certainly not for every company. It may be very difficult to implement for complex products such as automobiles. Customization can raise the cost of goods by more than the customer is willing to pay. Some customers do not know what they want until they see actual products. Customers cannot cancel the order after the company has started to work on the product. The product may be hard to repair and have little sales value.

Questions:

1. What is mass marketing and what are the advantages and disadvantages of such type of marketing? (10%)
2. What is segment marketing and what are the benefits of segment marketing? (10%)
3. What is individual marketing or customization and what are its strengths and weaknesses? (10%)

五、解釋名詞 (可用中文回答)

1. holistic marketing (3%)
2. niche marketing (3%)
3. customer equity (3%)
4. integrated marketing communications (3%)

六、問答題 (可用中文回答)

What are the three most significant recent channel systems described by Philip Kotler? (8%)