

1. 當產品進入產品生命週期(Product Life Cycle)的導入期(Introduction Stage)時, 你如何觀察到這是處在導入期? 這個階段目標為何? 同時說明在此階段廠商有何作為? 你認為現今社會中那一個產品是屬於導入期。(25%)

2. What is a marketing channel? Please explain what push strategy and pull strategy are. Please explain what zero-level, one-level, two-level, and three-level are. (25%)

3. Please read this passage and answer following questions either in Chinese or English. (25%)

According to U.K. price comparison site “Compare the Market,” the cost of funerals is rising on average at a rate of 7 percent per year. With costs rising, the market for funeral plans has increased, with over 120,000 packages sold on a yearly basis. This is a considerable rise compared to 10 years ago when less than 40,000 were being sold each year. It has been estimated that pre-paid funeral plans cover one in ten funerals in the U.K. The Funeral business as a whole is estimated to be worth around \$3 billion per year in funeral costs, despite falling death rates. Pre-paid funeral plans are certainly “unsought products” and services, but they are becoming more and more popular.

- 1) Describe the nature of unsought products and why they might be so notoriously difficult for a business to sell to consumers.
- 2) Discuss other examples of unsought products and services and how consumers can be convinced to buy them.

4. What are social media? How are marketers using it to market their products and services? What advantages and disadvantages do social media pose for marketers? Please use proper examples to support your ideas. (25%)