

國立高雄第一科技大學 101 學年度 碩專班 招生考試 試題紙

系所別：行銷與流通管理系

組別：乙組

考科代碼：8322

考科：管理與行銷流通實務

注意事項：

- 1、本科目不得使用電子計算器。
- 2、請於答案卷上規定之範圍作答，違者該題不予計分。

1. What do the following terms refer to the discipline of marketing? Please address not only the meaning of individual terms, but also elaborate on the relationship/similarity/difference, if it exists, between the terms in each question. (Note: You will not earn any point if you translate the terms only.)
  - a) market orientation and marketing orientation (5%)
  - b) ambidexterity and innovator's dilemma (5%)
  - c) market research and marketing research (5%)
  - d) priming and primacy effect (5%)
  - e) acculturation and cultural assimilation (5%)
  - f) technical quality and normative commitment (5%)
  - g) placebo effect and framing effect (5%)
  - h) service recovery and service sabotage (5%)
  - i) gadget lover and technophobia (5%)
  - j) transaction cost and agency theory (5%)
2. 請依據 French 和 Raven 所提的權力來源，來說明零售業的權力 (25%)。
3. 便利商店為通路之王後，與製造商發生的通路衝突更為嚴重。
  - a) 請說明發生衝突的三大原因。(15%)
  - b) 請依此三大衝突根源來說明便利商店與製造商間的通路衝突。(10%)