

國立高雄第一科技大學 100 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：丙組

考科代碼：1335

考 科：英文（管理領域）

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. The product life-cycle's bell-shaped curve is generally depicted as being divided into four stages. Name and describe each of the four stages. What are the implications for marketing strategy at each stage? (34 %)
2. The service quality of a firm is tested at each customer encounter. Parasuraman, Zeithaml and Berry formulated a service-quality model that identifies five gaps that cause unsuccessful delivery. List, define, and discuss each of these gaps! (33%)
3. In designing a marketing channel system, the marketer must understand the service output levels desired by target customers. Channels provide five service outputs. List and describe each of these outputs. (33%)