

考生作答須知：

一、本試卷總共 4 大題，每題配分標示於題後，總分一百分。

二、作答中英文皆可。

1. Define communication. Why does it play such a crucial role in marketing and business? Define integrated marketing communication (IMC). Why is it important for marketing promotion program? (25%)
2. Companies and their suppliers, customers, and publics all operate in a macroenvironment of forces and trends that shape opportunities and pose threats for marketers. One of the most dramatic forces shaping people's lives is natural environment, for example, the shortage of raw materials. Please describe how the concern for the natural environment will affect the development of new products. (25%)
3. In terms of designing marketing channels, **explain** the term "disintermediation" and **discuss** its influence on the following retail channels: (1) bookstores, (2) travel agencies, and (3) clothing stores. (25%)
4. Why do marketers charge customers different prices for the same product or service? **Please use appropriate examples** to explain how this type of pricing is implemented and the conditions under which it is effective. (25%)