

1. a. What is the difference between a manufacturer brand and private brand? (13 %)
b. Is brand extension always good? (12 %)
2. How does penetration pricing differ from price skimming? Would you have recommended price skimming or penetration pricing for Apple's iPhone 5s ? (25 %)
3. Assume you work as a recruiting agent (招生人員) for a university whose traditional target market, local high school students, is shrinking. This segment is projected to decrease over the next ten years. Recommend other potential market segments and discuss the criteria you should consider to ensure that the identified segments are useful. (25%)
4. Five characteristics of innovations have been considered to influence an individual's decision to adopt or reject an innovation: relative advantage, compatibility, complexity or simplicity, trialability and observability. Please describe and also present an example for each of these five characteristics. (25%)