（考試時間 2 小時）

1. 請詳細解釋何謂 "Nash Equilibrium"，並舉一行銷相關事例加以說明。 (30%)

2. 請分析「新古典經濟學」與「行為經濟學」的主要差別，並請說明這兩種取徑運用於行銷相關研究時在方法上將有何不同。 (30%)

3. "A channel of distribution consists of different channel members each having his own decision variables. However, each channel member's decisions do affect the other channel members' profits and, as a consequence, actions. A lack of coordination of these decisions can lead to undesirable consequences. For example, in the simple manufacturer-retailer-consumer channel, uncoordinated and independent channel members' decisions over margins result in a higher price paid by the consumer than if those decisions were coordinated. In addition, the ensuing suboptimal volume leads to lower profits for both the manufacturer and the retailer.

This paper explores the problems inherent in channel coordination. We address the following questions.

—What is the effect of channel coordination?

—What causes a lack of coordination in the channel?

—How difficult is it to achieve channel coordination?

—What mechanisms exist which can achieve channel coordination?

—What are the strengths and weaknesses of these mechanism?

—What is the role of nonprice variables (e.g., manufacturer advertising, retailer shelf-space) in coordination?"

以上是一篇期刊論文的摘要節錄。文字後半段點出了六個行銷通路相關問題。請根據你的個體經濟學訓練，針對前半段文字提及的問題脈絡，從這六個問題裡任選一個作為研究主題，提出一系列相關假設，並具體說明這些假設提出後你將如何透過該等假設，逐步導出該問題的解答。 (40%)

試題請繳回