

1. What is the brand-extension strategy? What is the multi-brand strategy? What factors may influence your decision of adopting the brand-extension strategy vs. the multi-brand strategy, when a new product is introduced? What are the advantages and disadvantages of using the brand-extension strategy vs. the multi-brand strategy? (25%)
2. Elaboration Likelihood Model (ELM, Petty and Cacioppo, 1986) specified two different routes to persuasion. High-involvement people (people who are have high motivation and ability to process issue-relevant information) tend to be influenced by central arguments (such as benefits and functionalities of target products under consideration) of persuasion messages, while low-involvement people (people who have low motivation or ability to process issue-relevant information) tend to be influenced by peripheral cues (such as endorsers not related to target products, and pictures/background scenes not related to benefits of target products) in message context. How can ELM be applied to facilitate advertising strategy? (25%)
3. 何謂態度(attitude)? 影響態度形成與改變的主要因素為何? 行銷上有那些方法可以有效影響消費者的態度?(17%)
4. 請說明新產品(new product)之分類, 並說明創意的主要來源。(17%)
5. 產品利益(product benefits)是顧客價值之主要來源, 請試建議一觀念架構以分類不同之產品利益, 並說明此一分類方式對行銷上之涵義。(16%)