

國立台灣大學商學研究所博士班入學考試試卷 ( 96 學年度 )

科目 行銷管理

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Ph.D. entrance exam for Marketing, 2007

1. Short essay (50%)

Choose either question (A) or question (B) below for the essay. This part will not be scored if your essay addresses both questions.

(A)

You're going to conduct a research with the title: "The Downside of Excessive CRM Activities". Draft a proposal by (1) proposing a set of hypotheses, (2) briefly explaining the rationales behind these hypotheses (you are not expected to quote any literature), and then (3) outlining the plan for conducting the empirical study.

(B)

You're going to conduct a research with the title: "Brand Extension: Differences between Consumer Goods and Durable Goods". Draft a proposal by (1) proposing a set of hypotheses, (2) briefly explaining the rationales behind these hypotheses (you are not expected to quote any literature), and then (3) outlining the plan for conducting the empirical study.

2. E-bay's advertisement "Mr.Tang's vase" was widely known by people at the time when it was broadcasted, and people generally liked it very much. But, why E-bay's market share was still unable to be boosted and eventually it was forced to drop out of Taiwan's market? Please
- identify the key reason(s) and provide solution(s) (10%)
  - describe the possible marketing research methods and corresponding procedures which may be employed to investigate the key reasons and find out solutions (20%).
3. Will the technology leader become the market leader anyway? Is a company with leading technology definitely a market leader? How to be a market leader? (20%)