

國立台灣大學商學研究所博士班入學考試試卷 ( 93 學年度 )

科目 行銷管理

第 1 頁/共 1 頁

- 1) Ann Robert, a young and not so well-known chef, recently wrote a cook book entitled "delicate desserts". This book is a cookbook, but it also provides tips and advice on gardening, home decoration, and gift wrapping. (25%)
  - i. Discuss which possible segmentation variables can be used to market this book
  - ii. Discuss the four most common positioning errors. Explain which positioning error(s) would be more likely to occur for this book.
  - iii. In the current market, many cook books are written by famous chefs or celebrities, and lots of them are about making tasty desserts. How can Ann Robert differentiate her cook book from the other competitive products?
  
- 2) Philosophy Co. recently launched a 3-in-1 shampoo (including shampoo, conditioner, and shower gel). It has only one size, 300 ml. This size is mostly used at home. It has 6 different flavors, coming from fruit or flower. Its price is much higher than the current market price.(25%)
  - i. Discuss who would be its target customers?
  - ii. If the company wants to increase its market base, what kind of changes or new features should be made for the product?
  
- 3) Modern Enterprise Inc. is one of the three women's underwear providers in the market. Up to the present time, her products have all been sold through traditional channels such as department stores, drug stores, and hypermarkets. This company is thinking about the feasibility of marketing its products through internet. If you are serving as an external consultant to Modern Enterprise, please list your best advices and explain why. (25%)
  
- 4) As a marketing researcher, you are asked to study the effect of alcohol advertisement on teenager consumption of alcohol. Please specify your research procedures.(25%)