

PhD exam for Marketing Management

1. (25%) For any two different product categories, X and Y, if Brand A is extended from category X to Y at time 1, and Brand B is extended from Y to X later at time 2, then please answer the following questions. (Brand A is initially located in category X only, and Brand B in Y only)

- (1) Identify factors that may influence target market's perceived favorability on Brand B's extension to category X.
- (2) Further explain the mechanism underlying the influencing process initiated by each factor identified above.
- (3) Design a research to examine the hypothesized mechanisms explained above.

2. (25%) People tend to receive various arguments with regard to a specific judgmental target, such as a product, brand image, or social/political issue. Assume a pair of counterarguments (i.e., favorable arguments followed by unfavorable arguments, or unfavorable arguments followed by favorable arguments) was exposed to target market sequentially, then

- (1) How target market may be influenced by such a pair of counterarguments? (rationalize your hypotheses) and
- (2) Design a research to examine the above hypotheses.

3. (25%) The advancements in technology have made it possible for firms to conduct one-to-one marketing profitably. Explain how would this influence marketers' segmentation, targeting and positioning strategies. (Be concise!)

4. (25%) Manufacturers of national brands have been frustrated by the growing power of retailer brands (private labels). What would you suggest branded manufacturers should react by adjusting their product and branding strategies to the growth of retailer brands? Justify your answers.

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