

## 对外经济贸易大学 2001—2002 学年第二学期

## 《营销学原理》期末考试试卷 A

00 营销、99 海关、99 商检、99 法律、99 行政、00 财务、  
00 会本、00 信息、99 留学生、00 金融

学号 \_\_\_\_\_

姓名 \_\_\_\_\_

班级 \_\_\_\_\_

成绩 \_\_\_\_\_

**I. Multiple Choice (only one answer is correct, 30 points):**

1. Marketing is best understood as the process of:
  - A. making a sale.
  - B. creating customer needs.
  - C. satisfying customer needs and wants.
  - D. promoting products and services.
  - E. generating (产生) a profit.
  
2. A person's want becomes a demand when his want is backed (支持) by
  - A. purchasing power.
  - B. products.
  - C. needs.
  - D. desire.
  - E. exchange mechanisms.
  
3. The \_\_\_\_\_ concept holds that all consumers will favor (喜欢) those products offering the most quality performances and features, therefore, the organization should devote its energy to making continuous product improvements.
  - A. production
  - B. product
  - C. service
  - D. marketing
  - E. selling
  
4. Leander Cosmetics is attempting to generate additional sales of its present products by promoting them more aggressively to its present customers. Leander Cosmetics is engaged in:
  - A. diversification
  - B. market penetration
  - C. market development

- D. product development
5. High growth, high share businesses or products appear in the Boston consulting group growth-share matrix as:
- A. dogs
  - B. cash cows.
  - C. question marks.
  - D. stars.
6. Which of the following is not a component (组成部分) of a company's microenvironment?
- A. marketing intermediaries
  - B. customers
  - C. competitors
  - D. economic environment
  - E. publics
7. Organizations that buy goods and services for their production process in order to make profits are called \_\_\_\_\_ markets.
- A. reseller
  - B. industrial
  - C. international
  - D. government
  - E. consumer
8. Positioning is used mainly to
- A. make communication easier
  - B. make possible the product can be highly priced
  - C. obtain differentiated advantage in a competitive environment
  - D. increase the brand image
9. The depth of a product mix refers to
- A. how many different product lines the company carries
  - B. how many variants are offered of each product item in the line
  - C. how closely related the various product lines are in end use, production requirements or distribution channels
  - D. the total number of items in the product mix
10. After the sale, marketing communications providing evidence and support to help consumers feel good about their brand choice is especially appropriate under which of the following situation?
- A. dissonance-reduction behavior
  - B. habitual buying behavior
  - C. complex buying behavior

- D. variety-seeking behavior
11. Business demand ultimately comes from the demand for consumer goods. This is known as \_\_\_\_\_ demand.
- A. latent
  - B. full
  - C. derived
  - D. wholesome
  - E. negative
12. Accessibility, as a requirement for effective segmentation, refers to the degree to which
- A. the segments can be effectively reached and served.
  - B. the segments are large and profitable enough.
  - C. an effective program can be formulated for attracting and serving the segments.
  - D. the size and purchasing power of the segments can be measured.
  - E. the individuals making up the market segment can be identified and studied.
13. A good package may
- A. protect the product.
  - B. promote the product.
  - C. lower total distribution costs.
  - D. all of the above
14. Under the same product line, P&G launched various products carrying different brand names. This strategy is called \_\_\_\_\_.
- A. brand extension
  - B. multiple brands
  - C. unique brand
  - D. new brand
15. Which of the following is typically not considered a reason why new products fail?
- A. The idea for the product is good, but the market has been underestimated (低估).
  - B. A product has been incorrectly positioned in a market.
  - C. Top management pushes through a favourite idea in spite of negative market research findings.
  - D. Unexpected competition is encountered (遭遇).
16. Simulated test marketing
- A. takes longer time to complete than standard test marketing.
  - B. is much more expensive than controlled test marketing.
  - C. does not allow competitors to get a look at the companies' new product.
  - D. is best used at trade shows.
17. Product \_\_\_\_\_ is a period of rapid market acceptance and increasing profits.
- A. development

- B. introduction  
C. growth  
D. maturity  
E. decline
18. If demand is elastic rather than inelastic and the firm is interested in increasing total revenue, the firm should:
- A. not change the price.  
B. decrease production.  
C. raise the price.  
D. lower the price.  
E. decrease promotional efforts.
19. A market skimming pricing policy:
- A. starts with a high price which is gradually lowered (降低).  
B. starts with a high price and keeps it high.  
C. starts with a low price and gradually raises it.  
D. starts with a low price and keeps it low.
20. Kevin Stiles is a farmer who sells his product directly to a supermarket chain which in turn sells it to customers. This is an example of \_\_\_\_\_marketing channel system.
- A. zero-length  
B. one-level  
C. two-level  
D. direct-level  
E. sub-level
21. Christine Robert, a fashion designer and producer of women' fashions, sells her fashions through her own chain of boutiques (retail outlets, 小零售店). Christine Robert as the producer and retailer is an example of :
- A. franchise organization.  
B. corporate VMS  
C. administered VMS  
D. contractual VMS  
E. conventional VMS
22. A\_\_\_\_\_ strategy means a producer directs its marketing activities (primarily personal selling and trade promotion) toward channel members to induce them to carry the product and to promote it to final consumers.
- A. push  
B. hard-sell  
C. soft-sell  
D. pull

23. In the introduction stage of the product life cycle of a consumer good,
- A. personal selling is emphasized over advertising.
  - B. advertising and publicity are cost effective in producing high awareness.
  - C. sales promotion does not exist.
  - D. publicity does not exist.
  - E. advertising and public relations loses effectiveness rapidly.
24. Many analysts believe that \_\_\_\_\_ activities do not build long-term consumer preference and loyalty as does \_\_\_\_\_.
- A. advertising, personal selling
  - B. public relations, sales promotion
  - C. sales promotion, personal selling
  - D. sales promotion, advertising
25. One Hi-Fi (高保真音响) maker divides the Hi-fi consumers into three types: type A is “musicians”, who buy Hi-Fi in order to enjoy music; type B is “technicians”, who are more interested in studying high technology; type C is “snobs”, who are more concerned by the status and richness marked by possessing Hi-Fi. This maker takes type A and B as its target market, because it thinks these two types of consumers are more inclined to buy this brand. The criterion (标准) used in market segmentation here is
- A. benefits sought
  - B. personality
  - C. life style
  - D. preference
26. In the above case, the market-coverage strategy used by the manufacture is:
- A. concentrated marketing
  - B. differentiated marketing
  - C. undifferentiated marketing
  - D. mass marketing
27. If the fixed cost of a product is \$ 4 000 000, the variable cost is \$240 and the expected sales is 50 000 units, suppose the manufacture wants a 20% markup on sales, the price should be
- |             |           |
|-------------|-----------|
| A. \$ 1 600 | B. \$ 320 |
| C. \$ 180   | D. \$ 400 |
28. In an attempt to build a unique product image to increase profits and exercise an effective control over the middleman, the manufacturers of upscale women’s apparels and of new luxurious cars tend to take which of the following strategy of distribution width?
- A. intensive distribution
  - B. selective distribution
  - C. exclusive distribution
  - D. comprehensive distribution

29. Concerning quality management of one manufacturing company, which statement is true?
- A. The quality standards should be determined by the company's capability.
  - B. It involves not only the product quality, but also the process quality.
  - C. The goal of quality management is to minimize defective products (不合格产品).
  - D. Historically, quality management always observes (遵守) the same principles consistently.
30. The following statements about new product development are correct *except*
- A. The new product development is a step-by-step process.
  - B. The new product development should be backed by an organizational innovation.
  - C. The new product development does not always involve breakthrough technological innovation.
  - D. The new product development should be based upon the basic research findings (基础研究成果).

**II. True or False (20 points):**

- \_\_\_\_\_ 1. In a seller's market, sellers have more power; therefore, buyers have to be more active "marketers".
- \_\_\_\_\_ 2. New technology is typically a force for creative destruction, which may mean that the new technology hurts the old technology.
- \_\_\_\_\_ 3. The buyer decision process began long before the purchase is made and ends when the purchase is actually made.
- \_\_\_\_\_ 4. Once a product has begun its life cycle, typically a firm can do little to extend it.
- \_\_\_\_\_ 5. Dell's success is mainly due to its excellent supply chain management and logistics system.
- \_\_\_\_\_ 6. Profit is usually negative during the product introduction stage of the product life cycle.
- \_\_\_\_\_ 7. Line extension involves higher investment and risk compared to brand extension.
- \_\_\_\_\_ 8. A buyer would probably travel a considerable distance to purchase a convenience good.
- \_\_\_\_\_ 9. People tend to interpret incoming information in a way that will support what they

already believe.

- \_\_\_\_ 10. Concentrated marketing means that one company target only one market segment.
- \_\_\_\_ 11. Intensive distribution means a big number of middlemen are used.
- \_\_\_\_ 12. Franchises are corporations that combine several different retailing forms under central ownership and share some distribution and management functions with the franchisees.
- \_\_\_\_ 13. Of the methods used in setting the promotion budget, only the objective-and-task method makes logical sense.
- \_\_\_\_ 14. A market segment consists of consumers who respond in a similar way to a given set of marketing stimuli.
- \_\_\_\_ 15. Attractively priced options packages for cars are examples of product-bundle pricing.
- \_\_\_\_ 16. Changes in consumer taste may alter the shape of the product life cycle.
- \_\_\_\_ 17. If a product is positioned on nonprice factors, then decisions about quality, promotion, and distribution will strongly affect price.
- \_\_\_\_ 18. Quantity discounts are usually provided as a reward for paying bills promptly.
- \_\_\_\_ 19. Wholesalers and retailers both must make marketing decisions about target markets, product assortments and services, price, promotion, and place.
- \_\_\_\_ 20. The growth in technologically complex products has extended the length of sales training programs.

### III. Calculate the following (20 points):

1. Wilderson's company markets vacuum cleaners. Its costs and expected sales are as follows:

Fixed cost	\$2,960,000
Variable cost	\$1,840,000
Expected Unit Sales	150,000

Suppose Wilderson's wants to earn a 25% markup on the sales, what should the unit price be then? (5 points)

2. Suppose a machine tool company sold 3,600 machine tools this year and wants to predict next year's July sales. The long-term trend shows a 7% sales growth rate per year. However, a business recession is expected next year and probably will result in total sales achieving only 90 percent of the expected trend-adjusted sales. July is a below-average month for machine tool sales, with a seasonal index standing at 0.80. The company expects no erratic events.

How many machine tools will the company expect to sell in July next year? (5 points)

3. Mrs. Zhang is going to buy a fully automatic washing machine. After searching several department stores for all the alternatives, she narrows down her choice set to four brands: Little Swan, Duckling, Daffodil, and Toshiba. Mrs. Zhang is primarily interested in five attributes of washing machine: price, post-sale service, wattage, durability, and appearance. The importance weights assigned by Mrs. Zhang to these attributes are 30%, 20%, 20%, 20%, and 10% respectively. The following table shows how she believes each brand rates on each attribute. (The number 10 represents the highest desirable score on certain attribute. In the case of price, a high score means a low cost, which makes the washing machine more desirable.)

Please use "Expectancy Value Model" to find out which brand Mrs. Zhang is likely to favour? (10 points)

Brand Name	Attributes				
	Price	Service	Wattage	Durability	Appearance
Little Swan	7	9	6	9	7
Duckling	4	9	7	8	9
Daffodil	9	6	8	7	5
Toshiba	2	6	9	10	10



#### IV. Case Analysis: Harley Davidson ( 30 points ):

One of the true success stories in American business is the motorcycle (摩托车) manufacturer, Harley Davidson. Since 1990, sales of Harley Davidson motorcycles and parts and accessories (零部件) have increased 15% per year. Even with cash (现金), the purchaser of a new Harley may have to wait up to (一直到) 2 years to take delivery (交付). The motorcycles cost about \$15 000 for a new one. In fact, the company deliberately (故意地) restricts (限制) its output.

Established in 1903, Harley's success resulted from a confluence (聚集、汇合) of environmental changes in the United States and around the world. Harleys are seen as more than just motorcycles. They represent America, Hollywood (好莱坞), Masculinity (男子气概), and a number of other icons (偶像). In addition, with the increased number of affluent (富裕的) Baby Boomers (婴儿潮时期, 即 1946-1964 年出生的人, 约占美国人口的 1/3), there are more than enough customers for the product. The company has successfully created brand loyalty through its image and Harley Owners' Groups (HOGs).

Because of current excess demand (过剩需求) for its products, Harley's problem is not identifying new market segments to pursue (追求) for further growth. The company has done an excellent job of focusing its products at the heavyweight (重型) end (目标) of the market.

#### Questions:

1. The main marketing objectives of businesses could be: survival, current profit maximization, market share leadership, and product quality leadership. Which kind of marketing objective does Harley Davidson pursue according to the above case? Explain. (10 points)
2. Why do some consumers still like to buy Harley 's motorcycles even if they have to pay high prices and wait for 2 years? Explain the reasons from the consumer buying behavior perspectives. (10 points)
3. Honda (本田) challenged (挑战) Harley aggressively (积极地) with its small low-priced motorcycles (50cc. Engines 50 毫升发动机的小型摩托车). Is it reasonable for Harley to enter the small motorcycle market also? Back up your judgment with solid arguments. (10 points)

-- END --

对外经济贸易大学 2001—2002 学年第二学期

《营销学原理》期末考试试卷 A 答案

July 5, 2002

**I. Multiple Choice (only one answer is correct, 30 points):**

CABBD      DBCBA      CADBD      CCDDB  
BABDA      ADCBA

**II. True or False (20 points):**

F T F F T      T F F T F      T F T T T      T T F T T

**III. Calculate the following (20 points):**

1. \$42.67      (5 points)
2.  $\approx 231$  units      (5 points)
3. Little Swan: 7.6  
    Duckling: 6.9  
    Daffodil: 7.4  
    Toshiba 6.6

According to the "Expectancy Value Model", Mrs Zhang is likely to favour Little Swan brand.

**IV. Case Analysis: Harley Davidson ( 30 points ):**

Harley Davidson

1. product quality leadership: refers to charge high price to cover higher performance quality. High range positioning for superior product image. (10 points)
2. (1) Reference group influence is strong for highly visible product;  
(2) Personality: brand image matches for one's own self-image;  
(3) Age and life-cycle stage: youth and baby boomers  
(4) positive attitude toward Harley  
(5) Motivation: satisfy social/esteem/self-actualization needs;

(6) Lifestyle: young, masculine, unique, individual, etc.

Whichever three points are hit, 10 points will be awarded. (10 points)

3. It all depends on Harley's strategy.

- According to the case, Harley pursues product quality leadership. If it wants to keep up this image, it should never let its brand slip down to the low-priced range.
- But if there appears more opportunities in the low-end market, it may also stretch downward a bit by creating a lower-priced new model for that market.
- Any argument with solid backup is acceptable for this question. (10 points)