

对外经济贸易大学  
1997-1998学年第二学期营销学原理期末试卷  
Final Examination for Principles of Marketing  
University of International Business and Economics  
企管96级、国贸双学位97级、经济法95级、信息96级、海关96级

July 15, 1996

Major \_\_\_\_\_ Class \_\_\_\_\_ Name \_\_\_\_\_ Score \_\_\_\_\_

**I. Multiple choice (Choose one best answer to each of the questions 20%):**

1. The most fundamental level of a product is the
  - a. core product
  - b. product unit
  - c. augmented product
  - d. total concept of the product
2. According to the BCG growth-share matrix, which types of SBUs often need heavy investment to finance their rapid growth?
  - a. stars
  - b. dogs
  - c. question marks
  - d. cash cows
3. Everyday information about development in the marketing environment that helps managers make and adjust marketing plans is available from:
  - a. internal company records.
  - b. marketing intelligence.
  - c. marketing research
  - d. strategic planning
  - e. marketing plans.
4. The Largo Corporation has just introduced a new product and is attempting to make the mass market aware of the desirable qualities of its offering. Largo is likely to emphasize the use of
  - a. personal selling
  - b. advertising
  - c. publicity
  - d. sales promotion
5. Professor Wang writes a lot. To have a personal computer will help him greatly. He tells one of his friends that he wants to buy one and is able to pay for it. According to Marketing theory, he has expressed a:
  - a. need for the product
  - b. demand for the product
  - c. desire for the product
  - d. want for the product
6. After Chun Lan air-conditioner became very popular throughout China, the company began to introduce its motorcycles under the same brand name in 1995. What kind of branding decision is it?
  - a. single family brand
  - b. brand extension

- c. brand repositioning                      d. brand quality decision

7. Market skimming is LEAST likely to be used when:

- a. there is a high current demand.  
b. there is little likelihood of attracting competition.  
c. a high price supports the image of a superior product.  
d. the market is highly price sensitive.

8. The first stage in the buyer decision process is

- a. information search                      b. routine response behaviour  
c. problem recognition                  d. evaluation

9. The fact that McDonald's both owns and franchises its outlet restaurants is BEST described by which of the following:

- a. Corporate vertical marketing system.  
b. Administered vertical marketing system.  
c. Competitive vertical marketing system.  
d. Horizontal marketing system.  
e. Multichannel marketing system.

10. Which type of vertical marketing system that coordinates the stages of production and distribution through the size and power of one of the parties?

- a. Administered VMS.                      b. Independent VMS.  
c. Contractual VMS.                      d. Dependent VMS.  
e. Corporate VMS.

11. The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's products in some way is called a(n):

- a. discount                                      b. allowance  
c. premium.                                  d. advertising speciality  
e. rebate.

12. "While sales expenditure is kept stable or little increased, the ratio of sales expenditure to sales revenue drops." This is one of the characteristics of which stage of product life cycle?

- a. Introduction                                  b. Growth  
c. Maturity                                      d. Decline

13. Which of the following four methods does not belong to the cost-based approach?

- a. cost-plus pricing                          b. perceived-value pricing  
c. breakeven pricing                          d. marginal-cost pricing

- 
14. According to Ernst Engel, as family income rises:
- the percentage spent on food increases.
  - the percentage spent on housing and household operations decreases.
  - savings decrease.
  - the percentage spent on transportation, recreation, health, and education increases.
15. After the clothes dryer broke down for the third time while she was using it, Sally told her husband to purchase a new G.E. dryer to replace the broken machine. Her husband bought the dryer the next day. In this instance, the roles Sally played in the buying decision process were
- influencer and decider.
  - initiator and influencer.
  - initiator, influencer, decider and user.
  - initiator, influencer, and user.
16. A company produced a kind of durable briefcase. But it didn't sell well when it was put into the market. The company manager complained, "Our products can stand such wear and tear that even if they are dropped from the fourth floor high up, they will still stay in shape. God knows why the sales are so low." The manager held the:
- selling concept
  - production concept
  - marketing concept
  - product concept
17. In an attempt to build a unique product image, increase profits and exercise an effective control over the middlemen, the manufacturers of upscale women's apparels and of new luxurious cars tend to take which of the following strategy of distribution width?
- intensive distribution
  - selective distribution
  - exclusive distribution
  - comprehensive distribution
18. Which statement is true of the industrial market compared with the consumer market?
- The industrial market has more buyers than the consumer market.
  - The total demand for many industrial goods and services is not much affected by price changes.
  - The industrial market is less vulnerable to fluctuating demand than the consumer market.
  - All of the above.
19. If Levi Strauss company (a well-known jeans producer) decides to enter into the toy market, in which it currently has no presence, it would be pursuing which growth strategy?
- Market penetration
  - Market development
  - Product development
  - Diversification
20. Avon carries three product lines: cosmetics, jewellery and household items. This is called the

- |                              |                             |
|------------------------------|-----------------------------|
| a. length of the product mix | b. width of the product mix |
| c. depth of the product mix  | d. span of the product mix  |

## II. True or false (20%) ?

1. The most basic concept underlying marketing is identification of consumers' needs and wants.
2. Recently the automobile industry has been using price, durability, and fuel economy to promote its product. These appeals are most properly classified as emotional appeals.
3. Consumers perceive products as complex bundles of benefits which may satisfy their needs.
4. A buyer would probably travel a considerable distance to purchase convenience goods.
5. Intensive distribution means a big number of middlemen used.
6. Retail sales may be made in stores, by mail, or by telephone.
7. The process of putting a sender's thoughts into symbolic form is called decoding.
8. Of the methods used in setting the promotion budget, only the objective-and-task method makes logical sense.
9. Marketing myopia occurs when sellers are so taken with their products that they focus only on existing wants and lose sight of underlying customer needs.
10. A manufacturer's brand is also called a private brand.
11. Profits are negative during the product development stage of the product life cycle.
12. Over time, product lines have a tendency to lengthen.
13. Changes in consumer taste may alter the shape of the product life cycle.
14. The decline in average cost with accumulated experience is called the average cost curve.
15. Quantity discounts are usually provided as a reward for paying bills promptly.
16. The reseller market consists of wholesalers, retailers, and governmental units.
17. The amount of market testing remains constant for all new products.
18. If a product is positioned on nonprice factors, then decisions about quality, promotion, and distribution will strongly affect price.
19. Advertising is used by consumer product firms only.
20. The growth in technologically complex products has extended the length of sales training programs.

## III. Fill in each blank with an appropriate word (10 %):

1. As an example of \_\_\_\_\_ marketing system, Sears and McDonald's joined forces to market the McKids line of "Fun clothes for small fries." McDonald's franchisees and Sears work together \_\_\_\_\_ to develop local promotion programs.
2. A p\_\_\_\_\_ strategy calls for spending a lot of money on advertising and consumer promotion to build up consumer demand.

3. In the actual buying process, reference groups have \_\_\_\_\_er influence on the buyers of soap than on the buyers of cars.
4. The type of market that consists of many buyers and sellers who trade over a range of prices rather than a single price is called \_\_\_\_\_ competition.
5. When a competitor takes a differentiated marketing strategy, it is wise for you to use a/an \_\_\_\_\_marketing strategy. Vice versa, you should use a differentiated or concentrated marketing strategy when your competitor shifts to an undifferentiated marketing strategy.

#### IV. Calculate the following(20%):

1. Qianwei Co. Ltd. markets bicycles in the U.S. It has the following costs and expected sales:

Fixed cost	\$2,760,000
Variable cost	\$1,440,000
Expected Unit Sales	120,000

Now suppose Qianwei wants to earn a 20% markup on sales, what the price for each bicycle should be?

2. Suppose the fixed cost for producing umbrella is \$22,600, the unit price is \$2.00 and variable cost \$1.20, please calculate the sales units with a target profit of \$8,000. How many units must you sell if you want to gain such a profit?

## V. Case study(20%):

### A. Marketing Shampoo

Wang Lin, Ma Fang and Zhang Yi have decided to bottle and market their own shampoo. Wang Lin wants to distribute their first formula as widely as possible and suggests therefore, that they avoid labelling it "natural" or "organic (有机的)," even though it is. If this brand is successful, they can then experiment with other formulas (配方) for more specialized varieties of shampoos.

#### Questions:

1. Wang Lin intends to practise what kind of marketing?
  - a. concentrated marketing
  - b. undifferentiated marketing
  - c. differentiated marketing
  - d. test marketing
  - e. hybrid marketing
2. Ma Fang maintains (始终认为) that a shopper selects shampoo with one of two possible objectives in mind: one is to get hair very clean and shiny; the other is to condition and protect (护发). If they were to produce and market shampoos according to this distinction (差异), they would have segmented the market on the basis of:
  - a. age.
  - b. buyer readiness.
  - c. benefits.
  - d. social class.
  - e. income
3. In Zhang Yi's view, there are different problems of hair cleaning to be solved. And he insists on manufacturing shampoos for dry, normal, and oily hair types right from beginning. What marketing coverage strategy is Zhang Yi suggesting?
  - a. concentrated marketing
  - b. undifferentiated marketing
  - c. differentiated marketing
  - d. test marketing
  - e. relationship marketing
4. One example he cites is that teenagers prefer shampoo for oily hair and thinks that the oily hair segment can even be defined as the 15-to 17-year old age group. If they decide to target a market segment defined in this way, the segment will be useful because it will have all of the following qualities except:
  - a. measurability
  - b. actionability
  - c. originality
  - d. accessibility
  - e. substantiality
5. Sometimes Ma Fang tells Wang Lin and Zhang Yi that she would like to work exclusively with herbs and wildflowers and devote their resources to capturing a dominant share of the "natural and organic" market segment. If they were to do this, they would be practising:
  - a. concentrated marketing
  - b. differentiated marketing
  - c. environmental marketing
  - d. undifferentiated marketing

e. hybrid (混合)marketing

### **B. Scented Disc Player**

The House of Butler, a perfume maker and subsidiary of the William Schwab Corporation, is selling a device (装置) it calls “The Newest Horizon in Home Entertainment.” The device is called the Scented Disc Player (香片散味器).

The player, which costs about \$25, is a box about the size of a portable radio(12” wide, 14” long, and 3” high). The discs are scented pads nearly identical in size to a 45 RPM (每分钟转数) record. When slipped into the player, a scent is given off as the disc is heated. Each “play” lasts about two minutes, but the aroma (芳香) from the play may linger(久留不散) for as long as an hour.

The company currently offers 50 scents. Butler believes that virtually any scent can be reproduced and plans to introduce many more as the market builds. A long-play disc can give up to 100 plays and cost approximately \$7, while a short-play disc costs \$2, but gives only 15 plays. Butler has been working on the device for three years. It acquired (获得了) the rights to the player from an inventor who wishes to remain anonymous (匿名).

After significant development work in the laboratory, the device was introduced on a trial basis in June 1991 in three markets. Information gathered from those markets in Boise, Idaho; Shreveport, Louisiana; and Atlanta, Georgia led Butler to decide on the final selling price, promotional campaign, and distribution strategy. Information from these markets also led to development of the long-play disc.

The company is limiting distribution of the player to 3,000 stores this fall so it won’t be treated as a fad. It is now in national distribution and is currently being sold in such upscale stores as Bloomingdale’s, Macy’s, and Neiman Marcus. Sales at this point are relatively low and profits are negligible (微不足道的) as Butler builds its distribution system and heavily promotes the device. Competition currently is nonexistent and Butler expects to turn a profit in the upcoming Christmas selling season.

### **Questions:**

1. The idea for the Scented Disc Player came from:

- a. internal source.
- b. customers.
- c. competition.
- d. suppliers.
- e. another source.

2. The Scented Disc Player is currently in the \_\_\_\_\_ stage of its life cycle.

- a. introduction
- b. growth
- c. maturity
- d. decline

e. market modification

3. The Scented Disc Player is an example of a product \_\_\_\_\_ (class or form).

4. The introduction of the long-playing disc is an example of :

- a. product modification
- b. market modification
- c. commercialisation
- d. concept development
- e. test marketing

5. The introduction of the Scented Disc Player in the Idaho, Louisiana, and Georgia markets is an example of:

- a. commercialisation.
- b. business analysis.
- c. product development.
- d. market testing.
- e. market penetration.

**VI. Here are three questions. You only need to answer two of them briefly: (10%)**

1. For centuries, Chinese wine has been enjoyed by men. Now your company believes a segment of Chinese women will also drink wine. How could you determine if this is true? Could you position wine drinking for women without losing your existing male customers?

2. You represent a company that makes textiles. You meet a buying delegation from Germany. What roles would you expect to see in the delegation? What steps in the buying process would you probably follow?



3. You have become manager of a medium-sized, privately-owned retail store that sells exercise equipment and sports clothes. Two blocks away, another store is selling the same products. How would you use sales promotion and pricing to increase your sales?

**-- End --**

## 答案

### I. Multiple choice (Choose one best answer to each of the questions 20%):

- |     |      |      |      |
|-----|------|------|------|
| 1 a | 6 b  | 11 b | 16 d |
| 2 a | 7 d  | 12 b | 17 c |
| 3 b | 8 c  | 13 b | 18 b |
| 4 b | 9 e  | 14 d | 19 d |
| 5 b | 10 a | 15 c | 20 b |

### II. True or false (20%):

- |     |      |      |      |
|-----|------|------|------|
| 1 T | 6 T  | 11 T | 16 F |
| 2 F | 7 F  | 12 T | 17 F |
| 3 T | 8 T  | 13 T | 18 T |
| 4 F | 9 T  | 14 F | 19 F |
| 5 T | 10 F | 15 F | 20 T |

### III. Fill in each blank with an appropriate word (10 %):

1. horizontal    2. pull    3. weak / less    4. monopolistic    5. concentrated

### IV. Calculate the following(20%):

1. Unit cost: \$35;    Unit price:\$43.75

2. 38, 250件 Units

### V. Case study(20%):

#### A. Marketing Shampoo

- 1 b    2 c    3 c    4 c    5 a

#### B. Scented Disc player

- 1 e    2 a    3 form    4 a    5 d