

“营销学原理”终考卷1参考答案及评分标准

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

VI. Answer the following questions 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? (5 points)

Key:

- (1) T
- o determine if it's true, one must
 - a. identify the women segment most interested in Chinese wine; **(1 point)**
 - b. confirm there's certain amount of consumption by particular women segment by carrying out some research, such as focus group discussion, and a questionnaire afterwards; **(1 point)**
 - c. find out the types of wine consumed most, the usage, the motivation, and use occasion of wine by the segment; **(1 point)**
- (2) Yes. Since female segment for wine is after all a niche market, whose consumption amount is very low as compared to the male, a winery can create a special type of lower-alcohol wine for ladies. In this case the positioning strategy for this segment is different from that for the male, which would well expand the market without any conflicts. **(2point)**

Criteria:

- (1) a
- . **1 point** for the right recognition of the target market;
 - b. **1 point** for the appropriate research methodology in testing the hypothesis about this market;
 - c. **1 point** for recognizing the information of women's buying behaviour.
- (2) **2 points** for reasonable suggestion(s) for penetrating the women's market without conflicts to the existing male market.

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? (5 points)

Key:

- (1) One would expect to see purchasing managers from retail chains, or retail stores, or trading companies.

- (2) The purchasing managers from this delegation are largely have clear goals of what to purchase, even in terms of product specifications. So the first step they'd take would be searching for suppliers, and then soliciting proposals. When judgment is made of the proposals, they'd select the supplier(s), place the order with the chosen supplier(s) and close a deal.
- (3) To win sales for the textile company, one must be active in identifying and meeting the needs of the potential buyers by **providing specific information and proposals**. Be as helpful and communicable to them as possible during their stay in our country.

Criteria:

- (1) 1
point for identifying purchasing managers as the main role in the delegation;
- (2) 2
points for identifying four steps in the purchasing process;
- (3) 2
points for the salesperson's understanding of purchasing managers' needs for information and proposals, as well as the importance of communication skills.

-- END --