

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卷）参考答案及评分标准

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):

FTFFT TFFTF TFTTT TTFTT

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. (10 points)

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

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)

Key:

Harley Davidson has been pursuing product quality leadership, since its products

are meant to charge high price to cover high performance, high quality, high range positioning for superior product image.

Criteria:

- (1) When "product quality leadership" has been recognized as Harley Davidson's marketing objective, the answer is correct. **(5 points can be awarded)**
- (2) In elaborating "product quality leadership", the five features expected are as follows: **(Each is worth 1 point, 5points in total)**
 - a. high quality to cover
 - b. high performance
 - c. high price
 - d. high range positioning
 - e. superior product image

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)**

Key: Because

- (1) Harley 's motorcycles has been **well targeted at the youth and baby boomers**, who have **social/esteem/self-actualization needs** to be met; **(4 points)**
- (2) Harley 's motorcycles has been **well positioned with the lifestyle** of such target markets: young, masculine, unique, individual, etc. **(3 points)**
- (3) Harley 's succeeded in building **the brand image or personality** (i.e. America, Hollywood, masculinity) that **matches** the self-image of the targets;
(3 points)
- (4) **Reference group influence** is strong for this **highly visible product**, since the targets hold **positive attitude** toward Harley. **(3 points)**

Criteria:

- a. (1) and (2) are compulsory **(7 points can be awarded)**;
- b. (3) and (4) are optional **(3 points can be awarded)**.

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)

Key:

- (1) It all depends on how Harley will **balance the market opportunity** it perceives **and its positioning strategy**. (2 points)
- (2) According to the case, Harley pursues product quality leadership. If it wants to **keep up this image**, it seems it should never let its brand slip down to the low-priced range, when **the market potential for the target keeps substantial**. (4 points)
- (3) But **if there appears more opportunities in the low-end market**, in the international market particularly, it may also stretch downward a bit by **creating a new model of small motorcycles** for that market. Even so, **it can keep the price relatively high in that model**, so as to maintain a superior product image. (4 points)

Criteria:

- (1) When the answer hits the importance of balance between **the market opportunity and Harley's positioning strategy**, **2 points** should be awarded.
- (2) When Harley's high-end image is considered worth maintaining, **4 points can be granted**.
- (3) When the new market potential for small model is discussed, either positive or negative anticipation of Harley's future action, if supported by solid backup is acceptable for this question, therefore **4 points are to be awarded**.

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