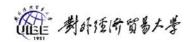


### 对外经济贸易大学 2003—2004学年第二学期

### 《营销学原理》期末考试试卷(A卷)

课程代码及课序号: MKT206-1、2、3、4、5、6、7

学号:		姓	名:_			成	绩:	
班级:		课序号:				任课教师:		
	题号		11	111	IV	V	合计	
	分值							
注意事项:								
1. 本试卷	考试时间	可为120分	<b>}钟</b> ;					
2. 请使用	中文或多	英文答卷	;					
3. 本试卷	满分为1	00分,占	本课程	总评成:	绩的50%	<b>6</b> ;		
4. 禁止使	用计算器	器、快译	通等电	子设备和	1各类字	典。		
<b>la</b> a. b. c.	rgest por surviva current market	rtion of a l profit ma share lea	particu eximizati dership	lar mar on	_	e the coi	npany the	
( ) 2.W si bo a. b. c.		sumers a different nce-reduc- seeking x	re highly ces amo	y involv	-	•	and perceiv	
a.	ll the following press relationship product j	ations.	_	b. produ	ıct distri		ept:	
( ) <b>4.</b> T	he	c	onsists (	of all the	e forces	close to a	a company tl	hat



### affect its ability to serve its customers.

- a. macroenvironment
- b. organizational environment
- c. microenvironment
- d. marketing environment

# ( ) 5. The difference between the values the customer gains from owning and using a product and the cost of obtaining the product is:

- a. customer satisfaction.
- b. relationship marketing.
- c. needs marketing.
- d. customer value.

# ( ) 6.All of the following are examples of personal sources of information except:

- a. family.
- b. friends.
- c. neighbors.
- d. dealers.

### ( ) 7. The most basic concept underlying marketing is:

- a. producing goods of high quality.
- b. developing distribution networks.
- c. identification of consumer needs.
- d. development of effective promotional programs.

# ( ) 8.\_\_\_\_ distribution is appropriate for low-cost, frequently-purchased items like soft drinks.

- a. Selective
- b. Exclusive
- c. Intensive
- d. Pervasive

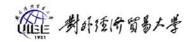
## ( ) 9. Which of the following is NOT a part of the company's macroenvironment?

- a. Natural forces
- b. Economic forces
- c. Technological innovations
- d. Marketing intermediaries

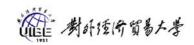
## ) 10. A major tool for identifying ways to create more customer value is:

- a. market share analysis.
- b. competitor analysis.
- c. the value chain.
- d. product analysis.

### ( ) 11. Which of the following is not part of the AIDA model?



	a. 1	Attitude	b.	Attention			
	c. ]	Desire	d	. Interest			
(	) 12. Me	erchant wl	holesale	rs:			
	a.	own the	goods th	ey sell.			
	b.	represent	t manufa	acturers of com	nplementary	lines.	
	c.	assist buy	yers and	sellers with no	egotiations.		
	d.			l authority to s		ers' entire ou	ıtput.
(	) 13. Mo	ost compa	nies are	now using	to serv	ice large, co	mplex
	ace	counts.					_
	a.	team sell	ing				
	b.	missiona	ry sales <sub>l</sub>	people			
	c.	order get	ters				
	d.	technical	support	people			
(	) 14. Set	tting a hig	h initial	price for a no	ew product	and then gr	adually
	red	lucing tha	t price, i	is called:			
	a.	market p	enetratio	on.			
	b.	market s	kimming	3.			
	c.	product-l	ine prici	ing.			
	d.	functiona	al discou	ınting.			
(	lite tar sele pra a. b. c. d. ) 16. If ( of protesting to the selection of	erature and get young ections whe acticing a segment Local. Niche. Micro.	d books male An iich add version Compute compan	g the full rang on various bl frican-Americ ress their par of what sort of ers wants to k ies will buy its they would pr	lack-studies cans, ages 1 ticular con- of marketin mow how m	s topics. You l6 to 25, offecerns. You a g? nany and wh weight super	try to ering are nat kinds r-fast
	a.	_	nformati	on search			
	b.	Market i	ntelligen	ice			
	c.		_	records searc	h		
	d.	Marketin					
(	Acc suc	cording to ch a busine	the Bos	percent share ston Consultin	_		-
	a.	dog.		cash cow.			
	c.	star.	d.	question mar	·k.		
(				ooking to insta	-		_



After talking with the head-purchasing agent, you realize that the building manager is the person with the most power to select a supplier. This manager is the:

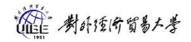
a.	decider.	b.	influencer.
c.	buyer.	d.	gatekeeper.

- ( ) 19. Which type of product is most in need of market testing?
  - a. All new products should be market.
  - b. high-investment and high-risk products.
  - c. low-investment and high-risk products.
  - d. high-profit potential products with time pressure due to intense competition.
- ( ) 20. You're a marketer for a sporting goods firm. One day, a colleague hands you the latest tennis racket (网球拍)developed by your colleagues in product development with a description of the racket's attributes, quality, and design features. You are holding a(n):
  - a. core product.
  - b. potential product.
  - c. actual product.
  - d. augmented product.

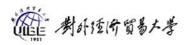
II.	True or False	(10 points)	Score:
(	•	ouy describes the situation who usly but can buy from another	•
(	) 2. Continuity mea	ns placing all the ads in the sa	me type of media.
(		g products abroad, firms shoul apting their products to suit sp	-
(	1	xists when a wholesaler organ them compete with large chai	•
(	•	regy development includes a reactions for a new product.	eview of the sales, costs,
(	) 6. Supermarkets a	re the most frequently shopped	d types of retail store.
( exp	) 7. Telemarketing ensive.	can be as effective as a persona	al call, but much less

) 8. Observational research can involve setting up video cameras to view

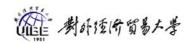
shopper motions and behavior patterns.



(	9. Companies use captive market pricing to trap people into being lifelong customers.
(	) 10. The marketing process puts the target customer(s) in the center of all marketing activities.
III.	Define the following concepts briefly. (12 points)
	Score:
1.	Marketing mix (3 points)
2.	Vertical marketing system (VMS) (3 points)
3	Integrated marketing communications (3 points)
٥.	integrated marketing communications (3 points)
4.	Market segmentation (3 points)
••	name segmention (e pomes)



IV	. Answer the following questions briefly.	(18 points) Score:
1.	What marketing strategic <u>options</u> (选择) are open <u>electronic appliances</u> (电器) in the mature stage of the (6 points)	
2.	What is marketing concept as compared to selling concept	ot? (6 points)
3.	Describe the kinds of <u>horizontal</u> (横向)and <u>vertice</u> conflicts that might occur in the personal computer indus	



### (20 points)

According to *USA Today*, a recent trend among aging baby-boomers of the purchase of a second home became noticeable in 1999, when 13% of all home purchases were made by buyers of second homes. Most of these buyers reached the peak of their earnings and were seeking places for retirement, vacations, weekend getaways, or part-year residences. Consequently, most of them purchased homes near recreational areas such as the seaside, mountains, or the desert. They also tended to demand all the amenities (舒适的环境) of their primary residence.

38% of these buyers paid for their second homes with cash, rather than financing them with mortgages (抵押贷款), as do most buyers in the overall residential real estate (房地产) market. Between 1996 and 1999, second-home purchases jumped roughly 64%, with California gaining the largest proportion (比例) buyers. As long as the aging baby-boomers feel confident in their purchasing power, they will continue to purchase second homes.

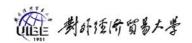
### Now answer the following questions:

(1) Demography (人口统计学)is the study of the social and economic factors that influence how individual consumers behave. Geodemography combines geographic information and consumer demographic information to identify market segments with patterns of similar consumption.

Does it seem reasonable to use geodemographics as a means of segmenting a market in areas that are most desirable to second-home buyers? Explain. (11 points)

(2) Using geodemographics as a basis for segmentation, what kinds of products or services would you think of marketing to the second-home buyers described in the article? (9 points)

### 2. Product Mix of Procter & Gamble China (20 points)



Product line managers are often concerned with managing the length, width and consistency of their product mix. Some companies have very wide product mixes, while others have narrow ones but long product lines. The following table illustrates the product mix of Procter & Gamble China.

Category	Brand
Hair Care	Rejoice (飘柔), Pantene (潘婷), Head & Shoulders (海飞丝),
	Sassoon (沙宣), Clairol Herbal Essence (伊卡璐草本)
Skin Care	Olay (玉兰由), SK-II
Personal Cleaning	Safeguard (舒肤佳), Olay, Zest (激爽)
Oral Care	Crest (佳洁士)
Feminine Protection (妇女保健)	Whisper (护舒宝)
Baby Care	Pampers (帮宝适纸尿布)
Snacks & Beverages	Pringles (品客薯片)
Laundry (洗衣粉)	Ariel (碧浪), Tide (汰渍)

### Now answer the following questions:

- (1) Define the width, length, and consistency of a product mix. Figure out the product mix of Procter & Gamble China in terms of width, length, and consistency.
  - (9 points)

(2) What brand strategy (line extensions, brand extensions, multibrands or new brands) does P&G apply to its Hair Care line? Explain the strength and weakness of such brand strategy. (11 points)

-- END --