

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	I	II	III	IV	V	合计
分值						

注意事项：

1. 本试卷考试时间为120分钟；
2. 请使用中文或英文答卷；
3. 本试卷满分为100分，占本课程总评成绩的50%；
4. 禁止使用计算器、快译通等电子设备和各类字典。

I. Multiple Choice: (For each question, only one choice is correct, 20 points) Score: _____

- () 1. A pricing strategy of _____ seeks to provide the company the largest portion of a particular market.
- a. survival
 - b. current profit maximization
 - c. market share leadership
 - d. product quality leadership
- () 2. When consumers are highly involved in a purchase and perceive significant differences among brands, they engage in _____ buying behavior.
- a. dissonance-reducing
 - b. variety-seeking
 - c. complex
 - d. habitual
- () 3. All the following are public relations functions except:
- a. press relations.
 - b. product distribution.
 - c. product publicity.
 - d. lobbying.
- () 4. The _____ consists of all the forces close to a company that

- 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. Attitude b. Attention
c. Desire d. Interest
- () 12. **Merchant wholesalers:**
- a. own the goods they sell.
 - b. represent manufacturers of complementary lines.
 - c. assist buyers and sellers with negotiations.
 - d. enjoy contractual authority to sell a producers' entire output.
- () 13. **Most companies are now using _____ to service large, complex accounts.**
- a. team selling
 - b. missionary salespeople
 - c. order getters
 - d. technical support people
- () 14. **Setting a high initial price for a new product and then gradually reducing that price, is called:**
- a. market penetration.
 - b. market skimming.
 - c. product-line pricing.
 - d. functional discounting.
- () 15. **You start a small online bookstore that targets African-Americans in general by offering the full range of African-American literature and books on various black-studies topics. You try to target young male African-Americans, ages 16 to 25, offering selections which address their particular concerns. You are practicing a version of what sort of marketing?**
- a. Segment.
 - b. Local.
 - c. Niche.
 - d. Micro.
- () 16. **If Compaq Computers wants to know how many and what kinds of people or companies will buy its new lightweight super-fast notebook computer, they would probably undertake which of the following?**
- a. Market information search
 - b. Market intelligence
 - c. Internal company records search
 - d. Marketing research
- () 17. **A business has a 75 percent share of a low-growth industry. According to the Boston Consulting Group growth-share matrix, such a business is a:**
- a. dog. b. cash cow.
 - c. star. d. question mark.
- () 18. **You hear of a firm looking to install a new system in its corporate headquarters. You quickly gain access to this firm's buying center.**

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: ____

- () 1. The straight rebuy describes the situation where the buyer buys the same as previously but can buy from another supplier.
- () 2. Continuity means placing all the ads in the same type of media.
- () 3. When marketing products abroad, firms should work to keep their costs down by not adapting their products to suit specific local needs.
- () 4. A retail co-op exists when a wholesaler organizes a voluntary chain of retailers to help them compete with large chain organizations.
- () 5. Marketing-strategy development includes a review of the sales, costs, and profit projections for a new product.
- () 6. Supermarkets are the most frequently shopped types of retail store.
- () 7. Telemarketing can be as effective as a personal call, but much less expensive.
- () 8. Observational research can involve setting up video cameras to view shopper motions and behavior patterns.

IV. Answer the following questions briefly. (18 points)**Score: _____**

1. What marketing strategic options (选择) are open to the marketers of electronic appliances (电器) in the mature stage of the product life cycle? **(6 points)**

2. What is marketing concept as compared to selling concept? **(6 points)**

3. Describe the kinds of horizontal (横向) and vertical (纵向) channel conflicts that might occur in the personal computer industry. **(6 points)**

V. Case Analysis (40 points)**Score: _____**

1. New Wealth Brings Surge (热潮) in Two-home Families

(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 (玉兰油), 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 (帮宝适纸尿裤)
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)**

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