

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-答案
课程课序号: MKT206—1, 2, 3, 4, 5, 6, 7

I. Multiple Choice (20 points)

CCBCD DCCDC AAABC DBABC

II. True or False (10 points)

TFFFF TTTFT

III. Define the following concepts briefly. (12 points)

Keys with Criteria

1. Marketing mix: the set of controllable tactical marketing tools (1 point)—product, price, place, and promotion (1 point)— that the firm blends to produce the response it wants in the target market. (1 point)
2. Vertical marketing system (VMS): a distribution channel structure (1 point) in which producers, wholesalers, and retailers (1 point) act as a unified system. (1 point)
3. Integrated marketing communications (IMC): the concept under which a company carefully integrates and coordinates its many communication channels (1 point) to deliver a clear, consistent, and compelling (1 point) message about the organization and its products. (1 point)
4. Market segmentation: dividing a market into distinct groups of buyers (1 point) with different needs, characteristics, or behavior (1 point) who might require separate products or marketing mixes. (1 point)

IV. Answer the following questions briefly. (18 points)

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

Suggested answer:

Although products in the mature stage appear to remain unchanged for a long period, most successful ones are actually evolving to meet changing consumer needs. Product managers have three basic options for managing the product in the maturity stage of the product life cycle: modifying the market, product, and marketing mix.

(1) In *modifying the market*, the company tries to increase the consumption of the current product. It looks for new users and market segments, ways to increase usage among present customers, or ways to reposition the product. (2 points)

(2) The company might also try *modifying the product*--changing characteristics

such as quality, features, or style to attract new users and to inspire more usage. It might improve the product's quality or performance through adjustments to durability, reliability, speed, or taste. New features might include characteristics that expand the product's usefulness, safety, or convenience. Styling and attractiveness can also be important. (2 points)

(3) Finally, the company can try *modifying the marketing mix*--improving sales by changing one or more marketing-mix elements. They can cut prices to attract new users and competitors' customers. They can launch a better advertising campaign or use aggressive sales promotions--trade deals, cents-off, premiums, and contests. The company can also move into larger market channels, using mass merchandisers, if these channels are growing. Today, the expansion to the Internet is often justified. Service can also be improved. (2 points)

Criteria:

- (1) 1 point for the recognition of modifying the market; 1 point for specific explanation;
- (2) 1 point for the recognition of modifying the product; 1 point for specific explanation;
- (3) 1 point for the recognition of modifying the market mix; 1 point for specific explanation.

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

Suggested Answers:

✓ The Marketing Concept

The *marketing concept* holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do.

The primary differences of the marketing and selling concepts are:

- (1) The selling concept takes an "inside-out" perspective (focuses on existing products and uses heavy promotion and selling efforts).
- (2) The marketing concept takes an "outside-in" perspective (focuses on customer needs, values, and satisfactions).

✓ The Selling Concept

The *selling concept* is the idea that consumers will not buy enough of the organization's products unless the organization undertakes a large-scale selling and promotion effort.

This concept is typically practiced with unsought goods.

Criteria:

- (1) 2 points for illustration of the Marketing Concept and Selling Concept;
- (2) 2 points for the comparison of company's different perspectives guided by different concepts.
- (3) 2 points for the comparison of company's different focuses guided by different concepts.

3. Describe the kinds of horizontal and vertical channel conflict that might

occur in the personal computer industry. (6 points)

Suggested Answer:

Disagreement in goals and roles generate channel conflict. *Horizontal conflict* occurs among firms at the same level of the channel. This could occur when one set of dealers steps outside an assigned territory base and “steals” customers from another dealer group. This might occur because of aggressive pricing and advertising strategies. *Vertical conflict* occurs between different levels of the same channel. This form is more common than horizontal conflict. If a producer or manufacturer decides to expand distribution outlets or opens an “online store” it often comes in conflict with existing dealers who feel threatened by expansion plans.

In the personal computer industry--horizontal conflict (dealers representing the same manufacturer violate territories and aggressively compete against other licensed dealers)--a computer manufacturer decides to open its own set of retail stores (vertical conflict) (i.e., Compaq Computer)

Criteria:

- (1) 1 point for the definition of channel conflict;
- (2) 1 point for the comparison of horizontal conflict and vertical conflict;
- (3) 2 point for the definition of horizontal conflict and possible cases;
- (4) 2 point for the comparison of vertical conflict and possible cases.

V. Case Analysis (40 points)

1. New Wealth Brings Surge (热潮) in Two-home Families (20 points)

- (1) **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)**

Suggested answers:

Geodemographics assumes that people who live in the same geographical area will share similar demographic and lifestyle characteristics. **(4 points)** Using geodemographics to segment a market of second-home buyers would be reasonable if there were a high concentration of second-home buyers in a single location. **(4 points)** Applying geodemographics to focus on second-home buyers in a condominium resort area would be appropriate, for example. **(3 points)** However, some second-home buyers may choose a particular location for a variety of reasons (such as proximity to grandchildren) where the majority of their neighbors' homes are primary residences. In this case, segmenting for second-home buyers using geodemographics would not be suitable.

Criteria:

- a. 4 points for assumptions of Geodemographics segment
- b. 4 points for the possibilities of Geodemographics segment and arguments the judgment
- c. 3 points for the examples of Geodemographics/Non Geodemographics

segment

- (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)

Suggested answers:

A good marketer might offer such homebuyers security services and alarms, yard and house maintenance services, and rental agencies. Further, buyers of second homes probably don't want to have to do a lot of maintenance work. Consequently, a good marketer might offer them replacement windows, low-maintenance siding, etc. Finally, buyers of get-away homes would probably want entertainment products like stereos, TVs, and VCRs. The second-home buyers usually have higher income, higher social status, and higher education background. (3 points)

They need for convenience, comfort and efficiency. Further, buyers of second homes probably don't want to have to do a lot of maintenance work. (3 points)

A good marketer might offer such homebuyers security services and alarms, yard and house maintenance services, and rental agencies. A good marketer might offer them replacement windows, low-maintenance siding, etc. Finally, buyers of get-away homes would probably want entertainment products like stereos, TVs, and VCRs. (3 points)

Criteria:

- a. 3 points for analysis of consumer characteristics;
- b. 3 points for analysis of consumer needs;
- c. 3 points for possible products and service of consumer characteristics.

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

- (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)

Suggested answers:

- ✓ Product mix width refers to the number of different product lines the company carries. (1 point) The mix width of P&G China is 8: Hair Care, Skin Care, Personal Cleaning, Oral Care, Feminine Protection, Baby Care, Snacks & Beverages and Laundry. (2 point)
- ✓ Product mix length refers to the total number of items the company carries within its product lines. (1 point) P&G China sells 5 Hair Care brands, 2 Skin Care brands, 3 Personal Cleaning brands, 1 Oral Care brand, 1 Feminine Protection brand, 1 Baby diaper brand, 1 Snack brand and 2 Laundry detergent brands. (2 points)
- ✓ Product mix consistency refers to how closely related the various product lines are in end use, production requirements, distribution channels, or some other way. (1 point) Laundry products and oral/skin/beauty care items of P&G China are consistent insofar as they are consumer goods that go through the same distribution channels and perform the similar functions for

buyers. But paper items (Feminine Protection product and Diaper) and Snacks & Beverages are less consistent. **(2 points)**

Criteria:

- a. 1 point for the definition of product mix width, 2 points for the product mix width of Procter & Gamble China;
- b. 1 point for the definition of product mix length, 2 points for the product mix length of Procter & Gamble China;
- c. 1 point for the definition of product mix consistency, 2 points for the product mix consistency of Procter & Gamble China.

(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)

Suggested answer:

- ✓ The brand strategy that P&G applies to its Hair Care category is multibrands, **(2 points)** because it markets 5 different brands in it. **(2point)**
- ✓ Strength of multibranding: It offers a way to establish different features and appeal to different buying motives. It allows P&G to look up more reseller shelf space. P&G may use fighter/flanker brands to protect its major brands. P&G may develop separate brands for different regions and countries. **(4 points)**
- ✓ Drawbacks of multibranding: Each brand might obtain only a small market share, and one maybe very profitable. Competition among these brands is hard to be avoided. Marketing expenditures (such as advertising budget) maybe extremely high. **(3 points)**

Criteria:

- a. 2 points for the judgment of P&G brand strategy; 2 points for the arguments raised;
- b. 4 points for the strengths of multibranding, 1 point for possible strength, maximum 4 points;
- c. 3 points for the weaknesses of multibranding, 1 point for possible weakness, maximum 3 points.

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