

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 firm that compares its own operations with those of a leading competitor is engaging in:
- a. copying
 - b. a parallel strategy
 - c. benchmarking
 - d. none of the above
- () 2. There are 24 million left-handed people in the United States. However, most marketers do not attempt to appeal to or design products for this group because there is little census data about it. This group, therefore, is not a(n) _____ segment.
- a. actionable
 - b. substantial
 - c. differentiable
 - d. measurable
- () 3. The totality of features and characteristics of a product that bear on

its ability to satisfy stated or implied needs is called:

- a. value.
- b. quality.
- c. the core product.
- d. none of the above.

() **4. An industry characterized by many buyers and sellers trading a homogeneous commodity, where no single buyer or seller has much influence on the going market price, operates in:**

- a. pure competition.
- b. monopolistic competition.
- c. target profit pricing.
- d. monopoly.

() **5. _____ data have the characteristics of being relatively cheap and quick to obtain.**

- a. Syndicated
- b. Market intelligence
- c. Primary
- d. Secondary

() **6. Promotion, contact, and matching are all functions of:**

- a. branding.
- b. the distribution channel.
- c. test marketing.
- d. logistics.

() **7. The performance a consumer perceives in a product relative to her expectations is the source of:**

- a. customer satisfaction.
- b. customer value.
- c. customer demand.
- d. customer need.

() **8. A good, though expensive, sales-promotion tool to use to introduce a new consumer product, such as a bath soap, is:**

- a. coupons.
- b. samples.
- c. premiums.
- d. contests.

() **9. _____ provide the resources that a company needs to produce goods and services.**

- a. Distributors

- b. Banks
 - c. Suppliers
 - d. Resellers
- () 10. The _____ is all the actors and forces outside marketing that effect a marketer's ability to develop and maintain successful relationships with target customers.
- a. microenvironment
 - b. external environment
 - c. marketing environment
 - d. macroenvironment
- () 11. _____ are people who have so many resources that they can indulge in many pursuits.
- a. Fulfilleds
 - b. Achievers
 - c. Actualizers
 - d. Experiencers
- () 12. A _____ sales force structure is built around the individual lines produced by a company.
- a. product
 - b. customer
 - c. territorial
 - d. consumer
- () 13. The _____ are skeptical and they adopt an innovative product only after a majority of people have tried it.
- a. early adopters
 - b. early majority
 - c. late majority
 - d. laggards
- () 14. The main difference between merchant wholesalers and agents and brokers is that:
- a. merchant wholesalers take title to the goods they sell while agents and brokers do not.
 - b. agents and brokers take title to the goods they sell while merchant wholesalers do not.
 - c. merchant wholesalers represent buyers while agents and brokers represent sellers.
 - d. agents and brokers do not have to worry about store atmosphere while merchant wholesalers do.

- () 15. A _____ produces a lot of funds that a business uses to pay its bills and support other business areas that need investment.
- dog
 - cash cow
 - star
 - question mark
- () 16. The proper order of the traditional product life-cycle is:
- introduction, growth, maturity, decline.
 - introduction, maturity, growth, decline.
 - decline, maturity, growth, introduction.
 - introduction, decline, growth, maturity.
- () 17. Any paid form of nonpersonal communication is known as:
- publicity.
 - sales promotions.
 - advertising.
 - personal selling.
- () 18. Your SUVs quickly grow popular because your first-rate engineers designed vehicles, which, in virtually every case, perform at the level your marketers claim they will. In other words, your SUVs possess high:
- performance quality.
 - brand quality.
 - conformance quality.
 - extension quality.
- () 19. You market air-conditioning systems and their servicing to businesses. One of your long-time clients has built a new wing on its office building and wants your firm to upgrade its old system and extend the upgraded system into the new wing. Your client has made what sort of buying decision?
- straight rebuy
 - new-task
 - system buy
 - modified rebuy
- () 20. Shirtco, a manufacturer of men's fashion shirts, has experienced an increase in demand for its product line, and the sales forecast indicates a continued upward trend during the next season. The best seller in the line is made from a special fabric produced by only one supplier, who has just raised prices by 20%. Fabric represents 15%

of the production cost of the shirt. Another textile mill offers to supply fabric of comparable quality, but different material, at old price. Market research indicates the new fabric would be accepted by consumers, but several changes would be required in production. Shirtco selects to buy the old fabric from the old supplier at the higher price. This is an example of

- a. short-run inelasticity.
- b. acceleration principle.
- c. derived demand.
- d. professional purchasing.

II. True or False (10 points)

Score: _____

- () 1. You want to start an online bookstore. Because every person effectively constitutes a market, you can target them through mass marketing, offering each customer a product that suits his or her needs.
- () 2. Market nichers serve small segments not served by other firms.
- () 3. The aim of total quality management (TQM) is to ensure that products are completely free of defects (缺陷).
- () 4. Maintaining top-of-mind product awareness is the purpose of reminder advertising.
- () 5. The majority of companies use a straight salary compensation plan.
- () 6. Social class is determined only by one's income.
- () 7. Convenience stores are now trying to change their image and attract more female customers.
- () 8. The actual product consists of the brand name, features, quality level, and packaging.
- () 9. The final step in new-product development is commercialization.
- () 10. All the organizations that buy goods and services either for resale or rental, or that produce other goods and services, are called the business market.

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

Score: _____

2. Describe the kinds of horizontal (横向) and vertical (纵向) channel conflict that might occur in the automobile industry? (6 points)

3. Classify and explain the advertising objectives by its primary purpose. (6 points)

V. Case Analysis (40 points)

Score: _____

1. (20 points)

Suppose a mobile phone manufacturer has the following costs and expected price:

Variable cost	\$50
Fixed costs	\$1,000,000
Expected price	\$100

Now answer the following questions:

(1) Suppose the manufacturer wants to breakeven, that is, for total revenue to cover

total cost, at least how many units of the phone must be sold at this price? (7 points)

(2) Calculate the total revenue at the breakeven point. (6 points)

(3) If the manufacture wants to make a target profit of \$500,000, how many units of the phone must be sold at this price? (7 points)

2. Product Mix of Unilever China (20 points)

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

Category	Brand
Hair Care	Lux (力士), Hazeline (夏士莲)
Skin Care	Hazeline (夏士莲), Pond's (玉兰油), Dove (多芬), Vaseline (凡士林)
Personal Cleaning	Lux (力士), Dove (多芬)
Oral Care	Zhonghua (中华), Signal (洁诺)
Ice Cream	Wall's (和路雪)

