

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)

CDBAD BABCC CACAB ACCDA

II. True or False (10 points)

FTFTF FTTTT

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

Keys with Criteria

1. Marketing: a social and managerial process (1 point) whereby individuals and groups obtain what they need and want (1 point) through creating and exchanging products and value with others. (1 point)
2. Strategic business unit (SBU): a unit of the company (1 point) that has a separate mission and objectives (1 point) and that can be planned independently from other company businesses. (1 point)
3. Marketing information system (MIS): people, equipment, and procedures (1 point) to gather, sort, analyze, evaluate, and distribute (1 point) needs, timely, and accurate information to marketing decision makers. (1 point)
4. Opinion leader: person within a reference group (1 point) who, because of special skills, knowledge, personality, or other characteristics, (1 point) exerts influence on others. (1 point)

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

1. What are the basic differences between selling concept and marketing concept? (6 points)

Suggested answer:

✓ 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.

2. Describe the kinds of horizontal (横向) and vertical (纵向) channel conflict that might occur in the automobile 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 automobile industry, horizontal conflict (dealers representing the same manufacturer violate territories and aggressively compete against other licensed dealers)--an automobile manufacturer decides to open its own set of retail stores (vertical conflict).

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.

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

Suggested Answer:

Advertising objectives can be classified by primary purpose as:

- 1). **Informative advertising:** which is advertising used to inform consumers about a new product or feature or to build primary demand.
- 2). **Persuasive advertising:** which is advertising used to build selective demand for a brand by persuading consumers that it offers the best quality for their money.
- 3). **Comparison advertising:** which is advertising that compares one brand directly or indirectly to one or more other brands.
- 4). **Reminder advertising:** which is advertising used to keep consumers thinking about a product. This form of advertising is more important for mature products.

Criteria:

1.5 points for each primary purpose.

V. Case Analysis (40 points)**1. (20 points)**

- (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)

Suggested answers & Criteria:

$\$1,000,000 / (\$100 - \$50)$ (4 points) = $\$1,000,000 / \$50 = 20,000$ (units)
(the right result, 3 points)

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

Suggested answers & Criteria:

$20,000 * \$100$ (4 points) = $\$2,000,000$ (the right result, 2 point)

- (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)

Suggested answers & Criteria:

$(\$1,000,000 + \$500,000) / (\$100 - \$50)$ (4 points) = $\$1,500,000 / \$50 = 30,000$ (units)
(the right result, 3 points)

2. Product Mix of Unilever China (20 points)

- 1) Define the width, length, and consistency of a product mix. Describe the product mix of Unilever China in terms of width, length, and consistency. (9 points)

Suggested answer:

- ✓ Product mix width refers to the number of different product lines the company carries. **(1 point)** The mix width of Unilever China is 9: Hair Care, Skin Care, Personal Cleaning, Oral Care, Ice Cream, Tea, Savory, Spreads & Dressings and Laundry. **(2 points)**
- ✓ Product mix length refers to the total number of items the company carries within its product lines. **(1 point)** Unilever China sells 2 Hair Care brands, 4 Skin Care brands, 2 Personal Cleaning brands, 2 Oral Care brand, 1 Ice Cream, 2 Teas, 2 Savories, 2 Spreads & Dressings and 2 Laundry 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 Unilever China are consistent insofar as they are consumer goods that go through the same distribution channels and perform the similar functions for buyers. But food and beverage items (Ice Cream, Tea, Savory and Spreads & Dressings) are less consistent. **(2 points)**

Criteria:

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

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

Suggested answer:

- ✓ The brand strategy that Unilever applies to its Skin Care category is multibrands, **(2 points)** because it markets 4 different brands in it. **(2 points)**
- ✓ Strength of multibranding: It offers a way to establish different features and appeal to different buying motives. It allows Unilever to look up more reseller shelf space. Unilever may use fighter/flanker brands to protect its major brands. Unilever 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 Unilever 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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