

全國各級農會第 4 次聘任職員統一考試試題

科目： 行銷管理 類別： 九職等以下新進人員

作答注意事項：

- 1、全部答案請寫在答案卷內，如寫在試題紙上，則不予計分。
- 2、請以黑色或藍色鋼筆或原子筆書寫，並以橫式書寫（由左至右，由上而下）。

一、是非題(每題 5 分。正確請打 O，錯誤請打 X)

1. The traditional view of marketing is that the firm makes something and then sells it.
2. One key to customer retention is customer satisfaction.
3. An example of a subculture would be a person's geographic region.
4. Companies following a market specialization strategy offer one product to as many markets as possible.
5. Personalizing marketing is based on the fact that all customers are identical in several ways.

二、選擇題(每題 5 分)

1. _____ is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.
 - A. Marketing intelligence
 - B. MIS (marketing information system)
 - C. Marketing research
 - D. Marketing management
2. The aim of customer relationship management (CRM) is to produce high customer _____.
 - A. value
 - B. loyalty
 - C. profitability
 - D. satisfaction
3. _____ is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world.
 - A. Consumption
 - B. Perception
 - C. Personality
 - D. Discrimination

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4. The demand for business goods is ultimately derived from the demand for _____.

- A. consumer goods
- B. raw materials
- C. business solutions
- D. e-commerce

5. When a firm uses an established brand to introduce a new product, it is called a _____.

- A. brand value
- B. brand posture
- C. brand mix
- D. brand extension

三、 名詞解釋

(每題 10 分。需簡要解釋名詞之意涵，可用中文或英文回答)

1. **STP**
2. **SWOT Analysis**
3. **Brand Equity**
4. **Product Life Cycle**
5. **Marketing Mix (4Ps)**

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一、是非題：

1. (O) 2. (O) 3. (O) 4. (X) 5. (X)

二、選擇題：

1. (C) 2. (B) 3. (B) 4. (A) 5. (D)

四、名詞解釋：

1. Segmentation, Targeting, Positioning + 解釋
2. Strength, Weakness, Opportunity, Threat + 解釋
3. Added value endowed to products and/or services of the brand + 解釋
4. Introduction, Growth, Maturity, Decline + 解釋
5. Product, Price, Place, Promotion + 解釋