

科目：廣告學

系組：廣告傳播學系

年級：二

一. 名詞解釋(每題五分，共計二十五分，答題時請先解釋該名詞之中文，如「需求」，指基本的人類需求。人們需要水、食物、遮蔽處以生存。請依照上述範例之格式，以橫式書寫方式將全部答案寫在彌封答案卷內)。

1. IMC
2. USP
3. Advertisers
4. Advertising Appeal
5. Copywriter

二. 複選題(每題五分，共計七十五分，完全答對才給分)

1. 下列對於廣告的敘述，何者為是。

(1) 廣告必須有「可辨認的付費廣告主」(2)廣告有銷售的產品 (3)廣告的目的在提供資訊或說服(4)廣告必須透過人際溝通口碑效果以進行傳播(5) 廣告是由廣告主所提供的免費產品資訊。

2. 下列敘述何者為是。

(1)整合行銷傳播是指，用公共關係單一行銷工具進行廣告的傳播(2)整合行銷傳播適合用於非營利組織但不適合用於營利組織(3)整合行銷傳播最主要以人員銷售為主(4)整合行銷傳播是傳遞相同訊息給目標消費者以達到綜效(5)直效行銷也屬於整合行銷傳播當中的一種工具。

3. 下列何者屬於公共關係的活動範疇。

(1) 媒體關係(2)員工關係(3)善因行銷(4)公眾事務(5)志工招募。

4. 下列敘述何者為非。

(1) 在媒體運用的自由程度上，公共關係和廣告是有差異的(2)公共關係較廣告媒體控制度較低(3)廣告較公共關係媒體的控制度較低(4)廣告的可信度比公共關係來的高(5)公共關係的可信度比廣告來的高。

5. 下列何者屬於廣告的溝通效果模式中的元素。

(1)發訊者(2)接收者(3)控制者(4)訊息(5)溝通管道(媒體)。

6. 下列何者不屬於廣告效果 AIDA 當中的元素。

(1) Interaction (2)Attention(3)Desire (4)Admission(5)Detection。

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7.關於廣告訊息策略的敘述何者為非。

(1) 硬式銷售(hard sell)，它是一種以理性為訴求的銷售方式(2) 硬式銷售使用在非營利組織的廣告上效果最好(3) 軟式銷售(soft sell)，是一種以感性、情感或形象塑造為主的訴求方式(4)軟式銷售運用在公共關係策略上面效果最好(5)硬式銷售主張運用在公共關係策略上比廣告策略的效果來的好。

8.下列何者屬於廣告創意的評估指標。

(1) 辨識(2)回憶(3)理解(4)說服(5)喜歡程度(likability)。

9.廣告是由文字語言和圖像影像所組成，文字語言的重要性特別在下列哪些狀況下更顯重要。

(1) 廣告產品屬於高涉入產品時(2) 廣告概念非常複雜時(3)廣告傳遞情感主張時(4) 廣告內容涉及產品說明與使用方法時(5)廣告傳遞抽象概念時。

10.關於廣告媒體策略的敘述何者為非。

(1)接觸率/到達率(reach)指的是可以觸及多少人的廣度(2) 頻率(frequency)為廣告出現次數(3) 媒體策略為配合媒體預算，選擇價格最低的媒體加以購買(4)媒體策略為配合媒體預算，選擇價格最高媒體加以購買才能達到效益極大化(5) 一般認為廣告至少要出現三次以上才會被閱聽人注意到。

11 關於下列敘述何者為是。

(1)自有媒體(owned media)是企業可完全控制的媒體(2) 賺得媒體(earned media)又稱不可控制媒體(3)企業大樓外觀與內部設計與員工制服都算是賺得媒體(4) 聯播影片與冠名權都算是賺得媒體(5)企業自有的影音部落格(video blogs, Vlogs)算是賺得媒體。

12 下列何者是可以用來做消費者市場區隔的變數。

(1) 消費者心理變數(2) 性別(3)品牌使用習慣(4)創新與採用程度(5)宗教。

13.下列對於廣告的敘述何者為是。

(1)廣告是屬於行銷 4P 當中，Price 的部分(2)廣告也扮演了傳達社會價值觀的角色(3)在廣告分類中，「非營利廣告」和「公益廣告」兩者是相同的，稱呼可以交替使用(4)SWOT 分析屬於行銷企劃也屬於廣告企畫範疇(5)媒體策略為廣告企劃步驟當中第一步驟，為最先需要規劃的。

14.下列何者屬於廣告效果。

(1)認知(2)行為(3)聯想(4)情感(5)知覺。

※ 注意：1. 考生須在「彌封答案卷」上作答。

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15.下列何者為非。

(1) 廣告只是行銷活動的一環，廣告主最關心的，並不一定是該廣告是否有創意，而是整個行銷活動的效果 (2)關於文案人員和藝術總監的分工，平面廣告由文案人員專職負責，而藝術總監則專門負責電子廣告部分(3)廣告文字的顏色、大小和編排全由文案人員負責(4)廣告當中的視覺圖像可以增加新訊息的可信度(5)熟悉廣告文字中的各種字體和各種字型字體組合在一起後的易讀性，是文案人員的專責工作。

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本考卷共 6 頁，考卷包含三部分：第一部分為是非題，共 15 題，每題 2 分(30%)；第二部分為選擇題，共 20 題，每題 2 分(40%)；第三部分為簡答題，共 2 題，每題分數占比顯示於各題目最後，共 30 分(30%)，全部共 100 分。

請在答案紙上依序作答，如是非題：1). X. 2). X. 3). X

選擇題：1). A 2). A 3). A

第三部分為簡答題，亦請依題目順序撰寫答案(請用中文答題)

第一部分 是非題，共 15 題，每題 2 分，占 30%

_____ 1) Digital marketing through online, mobile, and social media provides a sense of brand engagement and community.

_____ 2) Social media marketing is a traditional direct marketing tool.

_____ 3) Market offerings include entities such as people, places, information, and ideas.

_____ 4) A market is a segment of potential consumers who share a common need or want.

_____ 5) Marketing is primarily concerned with engaging customers and secondarily with managing profitable customer relationships.

_____ 6) When backed by buying power, wants become needs.

_____ 7) The augmented product is considered the basic level among the three levels of product.

_____ 8) A product is defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

_____ 9) The first step for most firms that are venturing into online marketing involves sending promotional e-mails.

_____ 10) An effective MIS assesses information needs, develops needed information, and distributes the information to help managers with decision making.

_____ 11) Selective distortion describes the tendency of people to interpret information in a way that will support what they already believe.

_____ 12) According to Maslow's theory, safety and social needs must be fulfilled after self-actualization needs.

_____ 13) Walmart's microenvironment includes suppliers.

_____ 14) Companies today are moving away from target marketing and toward mass marketing.

_____ 15) While designing a customer-driven marketing strategy, marketers are likely to divide the market into smaller segments.

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第二部分 選擇題，共 20 題，每題 2 分，占 40%

_____ 1. A _____ is made up of a company, its suppliers, distributors, and, ultimately, customers who "partner" with each other to improve the performance of the entire system.

- A) manufacturing chain
- B) distribution center
- C) marketing intermediary
- D) value delivery network
- E) disintermediation system

_____ 2. _____ are sets of interdependent organizations that help make the product or service of a company available for use by consumers or business users.

- A) Research and development channels
- B) Upstream channels
- C) Marketing channels
- D) Raw materials suppliers
- E) Backward integration chains

_____ 3. Mary Kay Cosmetics and Amway sell their products through home and office sales parties, online Web sites, and social media. Both companies use a(n) _____ channel to distribute their offerings.

- A) functional
- B) indirect
- C) direct
- D) layered
- E) behavioral

_____ 4. All the institutions in a channel are connected by several types of flows. When a retailer conveys to a wholesaler that a new line of hip-hop clothing is not selling, this is an example of _____.

- A) payment flow
- B) flow of ownership
- C) physical flow
- D) information flow
- E) promotion flow

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_____ 5. A firm that uses direct marketing would most likely sell its products through _____.

- A) one marketing intermediary
- B) big box retailers
- C) large wholesalers
- D) multiple intermediaries
- E) the company Web site

_____ 6. A(n) _____ is considered a marketing intermediary.

- A) customer
- B) producer
- C) manufacturer
- D) wholesaler
- E) advertiser

_____ 7. Kevin Pinker is a freelance computer programmer who writes computer algorithms for companies such as SoftStar and BlueHill. SoftStar and BlueHill use these algorithms to make specific programs based on online market research. These programs are then sold to the online retailer, Abundon, which then sells them to individual consumers and businesses. Which of the following is a marketing intermediary in this chain?

- A) SoftStar
- B) BlueHill
- C) the consumer
- D) Abundon
- E) Kevin Pinker

_____ 8. A _____ consists of producers, wholesalers, and retailers acting as a unified system. The system can be dominated by any one of the interdependent members.

- A) direct marketing system
- B) horizontal distribution channel
- C) lateral marketing system
- D) conventional distribution channel
- E) vertical marketing system

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_____ 9. Which of the following is an example of a horizontal conflict in a distribution channel?

- A) a Nike shoe dealer complaining that the shoes provided to the dealer are defective
- B) a Ford car dealer complaining that another Ford dealer is underpricing the same models
- C) a FedEx agent complaining that a DHL agent is cutting off his business
- D) a Walmart executive complaining to a Pepsi executive for not replenishing stocks on time
- E) a Gucci executive complaining to Gucci's suppliers of delays in shipping consignments

_____ 10. Which of the following is true of a vertical marketing system?

- A) It is formed when two or more companies at one level join together to follow a new marketing opportunity.
- B) It is formed when a single firm sets up two or more marketing channels to reach one or more customer segments.
- C) It does not give overall power to any one member in the channel.
- D) It has each channel member acting as a separate business unit trying to maximize its own profits.
- E) It has one channel member owning all the other channel members or has contracts with all other channel members.

_____ 11. Integrating the entire distribution chain — from its own design and manufacturing operations to distribution through its own managed stores — has turned Spanish clothing chain Zara into the world's fastest-growing fast-fashion retailer. This is an example of a(n) _____ marketing system.

- A) contractual vertical
- B) corporate vertical
- C) administered vertical
- D) horizontal
- E) direct

_____ 12. More than 80 percent of McDonald's restaurants worldwide are owned and operated by franchisees. This illustrates a(n) _____ marketing system.

- A) corporate vertical
- B) horizontal
- C) contractual vertical
- D) administered vertical
- E) direct

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_____ 13. Luccia's is a restaurant based in Illinois that exclusively sells Italian food. Luccia's sells the rights to its recipes to a British firm, Clover Trading, which then opens an outlet in London under the Luccia's brand name. Which kind of channel arrangement does Luccia's most likely have with Clover Trading?

- A) a horizontal marketing system
- B) a direct marketing system
- C) an administered vertical marketing system
- D) a contractual vertical marketing system
- E) a corporate vertical marketing system

_____ 14. In a(n) _____ marketing system, leadership over production and distribution is assumed through the size and power of one or a few dominant channel members.

- A) direct
- B) contractual vertical
- C) horizontal
- D) corporate vertical
- E) administered vertical

_____ 15. A channel arrangement in which two or more companies at one level join together to follow a new marketing opportunity is referred to as a(n) _____.

- A) corporate vertical marketing system
- B) contractual vertical marketing system
- C) direct marketing system
- D) horizontal marketing system
- E) administered vertical marketing system

_____ 16. Producers of convenience products and common raw materials typically seek _____ distribution — a strategy in which they stock their products in as many outlets as possible

- A) selective
- B) exclusive
- C) intensive
- D) exponential
- E) comprehensive

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_____ 17. High-end luxury brands like Bentley for cars, Louis Vuitton for handbags, and Rolex for watches use _____ distribution, giving a limited number of dealers the sole right to sell products in a specified geographic territory.

- A) inclusive
- B) horizontal
- C) intensive
- D) exclusive
- E) vertical

_____ 18. _____ refers to the activities involved in selling products or services directly to final consumers for their personal, nonbusiness use.

- A) Sole sourcing
- B) Retailing
- C) Manufacturing
- D) Procurement
- E) Warehousing

_____ 19. Stores that provide moderate sales assistance because they carry shopping goods about which customers need a moderate level of information are called _____ retailers.

- A) self-service
- B) full-service
- C) off-price
- D) limited-service
- E) convenience

_____ 20. Which types of stores are characterized by specialty goods for which customers need assistance and higher operating costs that are passed along to customers as higher prices?

- A) self-service stores
- B) convenience stores
- C) full-service stores
- D) discount stores
- E) off-price stores

第 3 部分 簡答題 (30%) 共 2 題，各占 15%，共占 30%

1. Define the difference of sales promotion and advertising (5%), and name some consumer promotion tools (10%)
2. What are blogs (5%), and how are marketers using blogs to market their products and services? (5%) What advantages and disadvantages do blogs pose for marketers? (5%)

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