

科目：時尚品牌案例分析

系所組：品牌與時尚經營管理碩士位學程

Please briefly answer the following questions :

Q 1 : Please explain what's the different between "Brand", "Product" and "Luxury brand" . (25 %)

Q 2: Please try to use academy theory to explain what do you think " the clothes we wear say about us" ? (25 %)

- ※ 注意：1.考生須在「彌封答案卷」上作答。
2.本試題紙空白部份可當稿紙使用。
3.考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。

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Q 3: Why do you think "Brand Podcasts" have become so popular, especially with luxury fashion brands like Gucci and Chanel?
What's the value of Podcasts ?
What does Podcast mean for fashion brand management?
(25%)

Q 4: Is the Fashion Industry Transforming into a Big Data Industry?
Please try to define how big data influence fashion industry and fashion brand management?
(25%)

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