

科目：時尚品牌案例分析

系所組：品牌與時尚經營管理  
碩士學位學程

Q&A

Please briefly answer the following questions.

Q1: Please try to explain the definition of the word "Brand" from your understanding. (25%)

Q2: Please give a successful brand example then indicate its key factors of being triumphant in such a competitive market. (25%)

Q3: In recent years, luxury brands attempt to target the younger generation as their potential clientele, please indicate a case in which you have been involved or participated in its' communication activities. (25%)

Q4: Please try to indicate the difference in consumer behaviour before and after the Covid-19 pandemic, also try to propose a possible marketing strategy for the post-pandemic era. (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。