

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

Question & Answer 1: (25% )

How do fashion brands make customers feel special? Give one or two examples of things brands might do to keep their customers happy."

Question & Answer 2: (25% )

"Explain the importance of brand identity in the fashion industry. How does a strong brand identity help a fashion brand stand out in a competitive market? Provide examples from any fashion brand you are familiar with."

Question & Answer 3: (25% )

"Social media has become an essential tool for fashion brands. Analyze how a specific brand uses platforms like Instagram, X or Threads to engage with its audience and promote its products. What makes their social media strategy effective?"

Question & Answer 4: (25% )

"Many fashion brands face challenges such as fast fashion competition or sustainability concerns. Select a brand and discuss one challenge it faces. Suggest strategies the brand could implement to address this issue and remain competitive."

※ 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，試題須隨答案卷繳回。

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。