

國立台灣科技大學九十六學年度博士班招生試題

系所組別：企業管理系博士班甲組

科 目：行銷管理理論

[總分 100 分]

1、(20 分) Consider the following questions:

(1) Michael Porter of Harvard University proposed the effective value-chain model for identifying ways to create more customer value. According to the customer value provided by the Department of Business Administration, National Taiwan University of Science and Technology, please discuss in detail what the major problems of Porter's value-chain model are. Based on your comments, please propose the new value-chain model by yourself to discuss the value provided by this department.

(2) Please read the following short article carefully and answer the following questions.

“While flowing underground, the water meets gas flowing vertically through porous volcanic rocks. This is how Perrier gets its fizz... Another one of Perrier's identifying qualities is its low mineral (particularly sodium) content.”

As an intelligent marketing expert like you, could you employ the material of consumer buying behaviors to analyze how marketing practitioners can make Perrier become the expensive water in the market? Also how the marketing practitioners saw the price could help Perrier occupy a certain slot in the consumer's mind.

2、(30 分) Read the following two propositions:

P1: The impact of desire on time-inconsistent choice is minimized when hope is strong rather than weak. Thus, consumers will more successfully resist time-inconsistent choice when hope is strong.

P2: When involvement is high and hope is strong, consumers' evaluations of the strength of message arguments depend on whether the product information suggests that the goal-congruent outcome is possible or impossible. The possibility of the outcome does not affect assessments of argument strength when involvement is high and hope is weak.

Now, try all your best to answer the following questions.

(1) If we try to make these two propositions become hypotheses, please respectively write down the inference of each hypothesis.

(2) Please respectively design the experiment to test each hypothesis. The experiment may include manipulations, objects, subjects, procedures, measures, etc. Also, please discuss the possible analytical approach you are going to employ.

3、(25 分) A marketing executive once said, “If the price elasticity of demand for your product is inelastic, then your price is probably too low.” What is this executive really saying?

4、(25 分) “The more direct the marketing channel, the greater the number of marketing functions that are eliminated.” Do you agree or disagree? Please explain.