

東吳大學 105 學年度轉學生(含進修學士班轉學生)招生考試試題

第 1 頁，共 2 頁

系級	國際經營與貿易學系三年級	考試時間	100 分鐘
科目	行銷學	本科總分	100 分

1. **Everett Rogers, communication scholar and author of “Diffusion of Innovations”, claims that product characteristics will affect the speed of innovation diffusion. Please identify what product characteristics will affect the speed of innovation diffusion and take an example for explanation. 20%**

2. **What are the differences between conventional marketing system and vertical marketing system? Please identify and explain three types of vertical marketing systems. 20%**

3. **“April 22 is Earth Day, a day growing in popularity, aims to inspire awareness and appreciation of the planet. Green marketing (also ecological marketing, environmental marketing, eco-marketing) is defined today as “marketing of products that are presumed to be environmentally safe”. Green marketing incorporates activities, including production process, modification, packaging, and then – promotion and advertising.**

Green marketing appears in the economic and social life as one of responses to questions was discussed all over the world in connection with the environmental pollution, resource depletion and increase of human diseases. Sustainable development is becoming as a main goal of humanity. International community search the ways of concerted action (Rio, Kyoto, Montreal, Johannesburg etc.) and try to create methods to estimate the anthropogenic influence on nature.

Green marketing adopts the societal marketing concept, classical marketing tools (marketing mix - 4"P", marketing researches and analyses, segmentation and positioning) and take into account features and up-to-date problems of green marketing.”

**請閱讀上面文章後，說明文章要旨。10%
何謂 societal marketing concept 並舉例說明。10%**

4. **“Cause-related marketing is a form of marketing. The type of marketing involves the cooperative efforts of a for-profit business and a non-profit organization to tackle a social or environmental problem and create business value for the company at the same time. Typically, in cause-related marketing campaigns, a brand is affiliated with a cause and a portion of the proceeds from the sales of the brand is donated to the cause. The term is sometimes used more broadly and generally to refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations. Cause marketing differs from corporate giving (philanthropy), as the latter generally involves a specific donation that is tax-deductible, while cause marketing is a marketing relationship not necessarily based on a donation.”**

**請閱讀上面文章後，說明文章要旨。10%
試說明企業可以如何進行 cause-related marketing 並舉例說明。10%**

背面尚有試題

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5. **“Social media marketing is the process of marketing through social media sites like Twitter, Facebook and YouTube. By utilizing the social aspect of the web, social media marketing is able to connect and interact on a much more personalized and dynamic level than through traditional marketing. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.**

One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as RSS feeds and sharing buttons -- or promoting activity through social media by updating statuses or tweets, or blog posts.

SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM).

SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, and YouTube. In response, the Federal Trade Commission (FTC) has updated its rules to include SMM. If a company or its advertising agency provides a blogger or other online commenter with free products or other incentives to generate positive buzz for a product, the online comments will be treated legally as endorsements. Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and conspicuously disclosed, and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising.”

請閱讀上面文章後，說明文章要旨。10%

依據上述文章，何謂 social media optimization (SMO)? 10%