

2013-2-WKU-ECM-FinalExam

Department:

/ ID:

/ Name:

Check

- Final Exam, Electronic Commerce Marketing, Autumn 2013 (166186-01)
- Where: Rm. 505 of Saecheonnyeon Hall
- When: 1st Class (09:00) on Wednesday, December 18 in 2013
- Misc.: 11 Questions, 30 Minutes, 53 Students
- Check:
 - Fill in your ID number and name on the upper portion of question sheet and answer sheet. And then submit your question sheet and answer sheet.
 - Only one answer sheet is permitted. Answers on Part I and II should be written on the front of answer sheet, and answers on Part III should be on the back.

Questions

Part I (No. 01 ~ 07): Fill in the following blanks.

01. (_____) is name, term, symbol, design, or its corporate body so as to distinguish product/service from those of competitors.
02. There are 5 components of brand such as (_____), (_____), (_____), (_____), and (_____).
03. (_____) is the sum of financial cash value that brand has.
04. (_____) is the degree of cautions in comparison shopping when a consumer purchases merchandise.
05. (_____) is simplification strategy to make decisions with limited information cognitive ability in a short period of time at a low cost.
06. The types of risk are (_____), (_____), and (_____).
07. (_____) is systematic gathering, recording, and analyzing of data about problems related to the marketing of goods and services.

Part II (No. 08 ~ 08): Write the full name for each following abbreviation.

08. 4P

Part III (No. 09 ~ 11): Describe the following terms in brief.

09. Hierarchical structure of brand
10. Purchasing decision process of high-involvement or low-involvement
11. Combination of value function

2013-2-WKU-ECM-FinalExam

해답

01. brand
02. brand name, symbol and logo, character, slogan, package
03. brand asset
04. involvement
05. heuristic
06. risk averse, risk neutral, risk taking
07. marketing research

08. product, price, place, promotion

09. Drawing and explanation
10. Drawing and explanation
11. Drawing and explanation