

2013-2-WKU-ECM-MidtermExam

Department:

/ ID:

/ Name:

Check

- Mid-term Exam, Electronic Commerce Marketing, Autumn 2013 (166186-01)
- Where: Rm. 505 of Saecheonnyeong Hall
- When: 5th Class (13:30) on Tuesday, October 15 in 2013
- Misc.: 15 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 ~ 10): Fill in the following blanks.

01. () is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
02. Marketing 4P Mix is composed of (), (), (), and ().
03. Marketing 7P Mix is 4P + (), (), and ().
04. Consumers express their interests about products and services by uses of Needs, Wants, and ().
05. Variables of market segmentation are () such as needs, wants, demands and () such as demographic factors.
06. () is imprinting image and products of enterprises on consumers in target markets.
07. () is all marketing activities for sales up.
08. Four factors of promotion are (), (), (), and ().
09. () is activities, benefits, and satisfactions provided for sales and in tandem with sales
10. Four service characteristics are (), (), (), and ().

Part II (No. 11 ~ 13): Write the full name for each following abbreviation.

11. STP 12. PR 13. PPL

Part III (No. 14 ~ 15): Describe the following terms in brief.

14. BCG Matrix
15. Method of Targeting

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01. marketing
02. product, price, place, promotion
03. physical evidence, people, process
04. demands
05. bases, descriptors
06. positioning
07. promotion
08. advertising, publicity, sales promotion, personal selling
09. service
10. intangibility, simultaneity, heterogeneity, perishability

11. segmentation targeting positioning
12. public relation
13. product placement

14. Drawing and explanation
15. Drawing and explanation