

銘傳大學 97 學年度轉學生招生考試

觀光事業學系、休閒遊憩管理學系、餐旅管理學系

觀光行銷管理試題

(7 月 24 日 第四節)

(第 / 頁共 / 頁) (限用答案本作答)

可使用計算機 不可使用計算機

Discussion Questions (100 points) :

1. Discuss core marketing concepts. (25 points)
2. Explain the differences between “Ansoff Product-Market Expansion Gird” and “Porter's Three Generic Types of Strategy”.
(25 points)
3. Explain the process of market segmentation, market targeting, and market positioning. (25 points)
4. Is publicity free? (25 points)

試題完