

大葉大學 九十三年 學年度 碩士在職專班 招生考試試題紙

系 所 別	組 別	考 試 科 目 (中文名稱)	考 試 日 期	節 次	備 註
事業經營研究所碩士在職專班	甲組	管理個案	3月28日	第一節	共一頁

註：考生可否攜帶計算機或其他資料作答，請在備註欄註明（如未註明，一律不准攜帶）

以下兩個考題 ”中文”作答，答題時不可顯示你所任職的公司或單位名稱，否則

該題以零分計算

一．在總體環境快速變遷下(譬如國內重大交通建設陸續完工、奈米、光觸媒、晶圓科技、教改、總統大選後政治生態的改變、兩岸政治局勢及三通變化等…)從生意的眼光來看，可能存在的商機為何？請分析之；而你又將如何開展此商機 (50%)

二．The U.S. singles population is largely comprised of three age groups; people 18 to 24 (29 per cent of all singles), people 25 to 44 (37 per cent), and people 45 to 74 (24 per cent). These groups have considerable differences in their use of dating services. The youngest adults are least likely to use dating services; they meet people at school or at work. The middle group is the most likely to use dating services because many single parents are actively involved in their careers and have less free time to meet companions. Many in the older group perceive a social stigma with dating services.

The industry's high overall growth can be traced to two factors; the high U.S. divorce rate and the difficulty in finding new people to date. The total number of divorced singles aged 25 to 44 now exceeds 8 million people. And, according to a recent survey, 73 per cent of female respondents and 57 per cent of male respondents agreed with the statement, "It is very difficult to find new people to date."

Dating services firms employ various marketing strategies, For example, there are magazines with personal columns, such as *Boston*, that charge about \$150 for a one-time ad. There are also firms, such as Great Expectations of San Francisco, that charge from \$1,000 to \$2,000 to produce personalized videos. This allows busy singles to preview potential dates and avoids embarrassing or inappropriate introductions. One international video service, *ALINE*, has its clients exchange messages via computer terminals.

As the owner of a startup dating service, how do you analyze the market and what marketing strategy would you develop? (50%)