

九十八學年度國立勤益科技大學碩士在職專班招生入學考試筆試試題

流通管理系

【流通管理實務】

准考證號碼（請考生自填）：

注意
事項

1. 考試時間共 100 分鐘(09:00-10:40)
2. 禁止使用計算機、翻譯機或相當功能之裝置。

試題一：選擇題〈每題五分，25分〉

1. 試問下列何種加盟方式，其分店的所有權歸與經營權均歸加盟者，且自願（部份）接受加盟業主統一管理？(A)特許加盟 (B)自願加盟 (C)委託加盟 (D)直營連鎖。
2. 下列何者不為流通的基本功能？(A)商業交易功能 (B)輸送功能 (C)溝通功能 (D)保管功能。
3. 開店避免阻絕物分割商圈，如大馬路、高速公路、河流等，此為何種理論？(A)幹道原理 (B)心理障礙理論 (C)磁石原理 (D)生活動線理論。
4. 由零售通路發展的物流中心，由末端通路向上整合所發展，屬於下列何種物流中心？(A)製造商發展的物流中心(M.D.C.) (B)零售商通路業者發展的物流中心(R.D.C.) (C)傳統批發商或代理商發展的物流中心(W.D.C.) (D)直銷商或通信販賣者所成立的物流中心(C.D.C.)
5. 加盟總部為保護體系內加盟者店面經營地域所轄之客源不會重疊，一般加盟總部會允諾一定區域範圍內，不得再與其他加盟者簽約稱為：(A)商圈調查 (B)商圈坪效 (C)商圈保證 (D)商圈毛利。

試題二：評論題〈25分〉請評論下列英文文章並提出你的看法？

Selling on eBay is now as easy as dropping off items at your local UPS Store, thanks to a company called AuctionDrop. AuctionDrop serves the eBay market by eliminating the key hassle that keeps many potential sellers from posting items: it posts the items for them.

AuctionDrop has a partnership with United Parcel Service, so sellers can drop off their items at one of the 3,700 UPS Stores across the country. At that point, the item is shipped to AuctionDrop, where it is inspected, tested, photographed, priced, and posted on eBay with a written description.

Sellers, in exchange for having AuctionDrop do the dirty work, pay a commission that ranges from 20 to 38 percent, depending on the item's price - the more expensive the item, the lower the commission. (AuctionDrop won't take any item that costs less than \$75.)

A 38 percent commission is surely hefty, some sellers no doubt feel. But, points out AuctionDrop CEO Randy Adams, "You can compare it with a consignment operation: you can put it on eBay in front of 115 million people, or put it in your local consignment shop, where it might be seen by a thousand people - and they take about 50 percent."

According to Adams, AuctionDrop offers an advantage other than convenience. Based on his figures, when people post their items on eBay themselves, they complete the sale 40 percent of its items; AuctionDrop, in contrast, sells 92 percent of its items posted on eBay.

試題三：問答題〈50分〉

何謂磁石理論？【10%】該理論如何運用在流通業？【40%】請說明之。