

経営学専攻 博士課程前期

《 マーケティング論 》

## 出題意図

1. マーケティング論に係る基礎用語について、5 つの用語から 3 つを選び、それぞれ 200 字程度で説明を求める。基礎用語についての理解度と求められる文字数の範囲で的確に論述できるかを問うている。
2. マーケティング論に係る基礎概念についての英文(短文)を 3 問示し、それぞれの全訳を求める。英文の意味を理解し、日本語で的確に訳出できるかを問うている。
3. マーケティング論を構成する重要概念について、3 つのうち 1 問だけを選択して論述を求める。字数は自由である。重要概念についての理解の深さと幅、論理的に記述できるかの能力を問うている。

以 上

(1) Marketing 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.

(1) Traditionally, a consumer is the ultimate user **or consumer** of goods, ideas, and services. However, the term also is used to imply the buyer or decision maker as well as the ultimate consumer. A mother buying cereal for consumption by a small child is often called the consumer although she may not be the ultimate user.

(2) Social marketing is the marketing of political ideas and social causes.

Examples include: endangered species protection, access to clean water, opposition to tobacco, “Just say no” to drugs.

(2) A customer is an individual, household or organization that buys a product. Sellers often distinguish between end users and resellers, both of which are customers. A customer of services is referred to as a client.

A retailer is a merchant middleman who is engaged primarily in selling to individual consumers and/or households. One retailer may operate a number of establishments.

Retailing is a set of business activities carried on to accomplish the sale of goods and services for purposes of personal, family or household use, whether performed in a store or by some form of nonstore selling.