

1. Imagine you are a researcher in the marketing research department of a well-known hotel. As facing keen competition, your company is looking for new ways to improve its services. You are assigned to investigate what kind of new services would successfully enhance your company's sales performance. Please develop an effective marketing research process to achieve this goal (Note: in your process, the possible quantitative/qualitative research methods should also be explained). ( >5% )
2. (1) Once a firm has identified different segments, what factors should be considered in order to decide which ones to target? (2) Describe five patterns of target market selection and give an example for each pattern. ( >5% )
3. (1) Describe the various bases that can be used to implement Discriminating Pricing. You are required to provide at least ONE example from Service Industries for each basis. (2) Discuss the limitations for Discriminating Pricing. ( >5% )
4. You are now in charge of the advertising department of a consumer product company. Your company has frequently sponsored advertising campaigns to promote products. Please describe and discuss the methods which can be used to measure the effectiveness of an advertisement. ( >5% )