

1. What is “marketing channel” ? (5 points) Discuss how channel members add value to the marketing system (20 points). Answer this question with examples to justify your arguments.
2. Define customer-based brand equity. (5 points) Discuss Kelly’s brand resonance model and explain how marketers apply this model to build a strong brand. (20 points)
3. What is a typical marketing research process? Please identify each step and explain what activities should be done in each step. (25 points)
4. Marketing ethics, a major research stream, has become a critical issue that marketers must not neglect in designing marketing activities. Please identify at least THREE ethical issues in each marketing activities, i.e., product, price, place, and promotion. (25 points)