

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD
UNIVERSITY OF MALTA, MSIDA
MATRICULATION CERTIFICATE EXAMINATION
INTERMEDIATE LEVEL
SEPTEMBER 2012

SUBJECT:	MARKETING
DATE:	7th September 2012
TIME:	4.00 p.m. to 7.00 p.m.

Answer the first two questions and any other three questions

1. (a) Describe the components of the '*Services Marketing Mix*'. [4 marks]
(b) Distinguish between the '*growth*' and '*decline*' stages of the PLC. [4 marks]
(c) Why is '*customer value*' important for an organisation? [4 marks]
(d) Explain what is meant by '*secondary research*'. Give an example. [4 marks]
(e) Distinguish '*advertising*' from '*public relations*' by giving examples of each. [4 marks]

2. (a) Briefly explain the benefits of *segmentation*. [4 marks]
(b) Explain what is meant by '*mark-up*' and '*satisfactory rate of return*' in relation to pricing. [4 marks]
(c) Distinguish between the '*product concept*' and the '*production concept*'. [4 marks]
(d) What is a '*franchise*'? Give an example. [4 marks]
(e) What are the functions of the '*Consumer Rights Movement*'? [4 marks]

3. By using practical examples, explain why the societal role of marketing is becoming increasingly important for the success of a business. [20 marks]

4. What is a *brand*? Explain why branding is important for businesses and illustrate your answer with practical examples. [20 marks]

5. Explain the difference of using '*market penetration*' and '*market skimming*' pricing policies in relation to introducing a new tablet computer (iPad) to the market. [20 marks]

6. Describe the marketing research process to research public opinion about public transport in relation to carrying out a survey. [20 marks]

7. Explain the different types of channels of distribution and how these are used in international markets. [20 marks]

8. How do banks engage in *relationship marketing* to ensure '*customer satisfaction*'? Give practical examples in your answer. [20 marks]