

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD  
UNIVERSITY OF MALTA, MSIDA  
MATRICULATION EXAMINATION  
INTERMEDIATE LEVEL  
MAY 2013

---

<b>SUBJECT:</b>	MARKETING
<b>DATE:</b>	14 <sup>th</sup> May 2013
<b>TIME:</b>	9.00 a.m. to 12.00 noon

---

**Answer the first two questions and any other three questions**

1. (a) Define *market segmentation*. (4 marks)
- (b) Briefly outline the functions of the marketing department. (4 marks)
- (c) Distinguish between *quantitative data* and *qualitative data*. (4 marks)
- (d) Distinguish between the *actual* and the *augmented* levels of the product. Supplement your answer with one practical example for each. (4 marks)
- (e) Briefly explain the meaning of the *perishability* of services. (4 marks)
  
2. (a) Briefly distinguish between *market-oriented* and *cost-oriented* pricing policies. (4 marks)
- (b) Mention two advantages and two disadvantages of carrying out *face-to-face interviewing*. (4 marks)
- (c) Briefly outline 2 types of *distribution channels*. (4 marks)
- (d) What are the components of the *marketing communications mix*? (4 marks)
- (e) Distinguish between the *selling concept* and the *marketing concept*. (4 marks)
  
3. Define the *product life cycle*. Explain its importance as a strategic tool, providing suitable examples of your own choice. (20 marks)
  
4. Differentiate between the *macro* and the *micro marketing environment*. Supplement you answers with relevant examples. (20 marks)
  
5. What distinguishes a *service* from a *physical product*? Apply your answer by explaining the difference between dry cleaning services and a Wii or PlayStation gaming console. (20 marks)
  
6. What is *societal marketing*? Discuss and explain the relevance of societal marketing to business. Supplement your answer by way of practical examples of your own choice. (20 marks)
  
7. You are being assigned to carry out marketing research to find out more about the exercise habits of Maltese adults. Outline and explain the *marketing research process* involved in conducting this study. (20 marks)
  
8. Why do companies *segment* markets? Discuss the requirements for market segmentation and outline the main types of segmentation, applying suitable examples of your own choice. (20 marks)