

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

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<b>SUBJECT:</b>	MARKETING
<b>DATE:</b>	6th September 2013
<b>TIME:</b>	4.00 p.m. to 7.00 p.m.

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

1. (a) Define *primary research* and give examples of two *primary research tools*. (4 marks)
- (b) List the stages of the *product life cycle*. (4 marks)
- (c) List four basic characteristics of *services* which differentiate them from *goods*. (4 marks)
- (d) Give two examples of *sales promotion tools* and two examples of *advertising tools*. (4 marks)
- (e) Differentiate between '*consumer markets*' and '*business markets*'. (4 marks)
  
2. (a) Explain the difference between '*retailers*' and '*wholesalers*'. (4 marks)
- (b) Define 'segmentation' and list two *segmentation variables*. (4 marks)
- (c) What is meant by competitor-oriented pricing policies? (4 marks)
- (d) List two elements of the *micro-environment* and two elements of the *macro-environment*. (4 marks)
- (e) What is '*green marketing*'? (4 marks)
  
3. Two marketing concepts are the '*sales concept*' and the '*marketing concept*'. Explain in detail the two concepts and discuss how these two differ from each other. Use examples to illustrate your answer. (20 marks)
  
4. A new *fast food outlet with a difference* will be launched in Malta in the next few months. The outlet will offer handmade and natural foods avoiding the use of food chemicals and additives. As the marketing manager for the outlet, discuss what promotion tools you would use *to launch* the fast food outlet and its products in the market, stating reasons for your choice of tools. (20 marks)
  
5. Pricing decisions are influenced by external and internal factors. Explain two *internal* and two *external* factors, and discuss how these factors may affect the pricing decisions for a *new brand of pet food* in the Maltese market. (20 marks)
  
6. (a) What are the elements of the '*extended marketing mix*'? (7 marks)
- (b) Using the extending marketing mix, illustrate how a marketing manager would develop an *effective marketing mix* for a product/service of your choice. (13 marks)

*Please turn the page.*

7. (a) Briefly explain the meaning of '*qualitative*' and '*quantitative*' research. (4 marks)
- (b) On the first anniversary of its operations, a retailer selling cupcakes would like to obtain feedback from customers about the product. The owner of the retail outlet would like you, as the marketing consultant, to undertake marketing research but the owner is undecided whether to opt for qualitative or quantitative research. Outline reasons for the type of research (quantitative or qualitative) you would undertake to obtain feedback from customers and suggest an appropriate research tool, stating the advantages and disadvantages of the tool chosen. (16 marks)
8. (a) Define '*relationship marketing*'. (5 marks)
- (b) Distinguish between '*customer value*' and '*customer satisfaction*'. (5 marks)
- (c) How can a low-cost airline company deliver *customer value* and *customer satisfaction* to its customers? Explain by means of examples. (10 marks)