

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD  
UNIVERSITY OF MALTA, MSIDA  
MATRICULATION EXAMINATION  
INTERMEDIATE LEVEL  
MAY 2016

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<b>SUBJECT:</b>	MARKETING
<b>DATE:</b>	26 <sup>th</sup> May 2016
<b>TIME:</b>	4:00 p.m. to 7:05 p.m.

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**Answer the first two questions and any other three questions. Each question carries 20 marks.**

- 1 (a) Define and distinguish between the marketing concept and the selling concept. (8 marks)  
(b) Define and distinguish between a company's micro and macro environment. (8 marks)  
(c) Mention the cost-oriented policies a company may employ in its pricing strategies. (4 marks)
2. (a) Mention **four** of the primary market research methods. (4 marks)  
(b) Briefly describe the elements of the marketing mix. (12 marks)  
(c) Which are the different intermediaries of a company's distribution chain? (4 marks)
3. (a) Define 'market segmentation'. (4 marks)  
(b) Define and describe the types of consumer market segmentation that a meat processing company may employ in Malta. Explain with examples. (16 marks)
4. Define 'societal marketing'. How is societal marketing relevant to a sportswear brand? (20 marks)
5. (a) List the stages of the product life cycle. (4 marks)  
(b) Describe the advertising and pricing strategies that a firm may employ in marketing its brand of cosmetic products across all the stages of the product life cycle. (16 marks)
6. (a) What is sales promotion? (4 marks)  
(b) Describe how a local firm may use the different sales promotion tools in launching a new brand of tablet computers. Use examples. (16 marks)
7. Discuss the competitor-oriented pricing policies and use examples to illustrate your answer. (20 marks)
8. Discuss what actions you would undertake to carry out a survey about public opinion on the services provided by a local hospital. (20 marks)