

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD
UNIVERSITY OF MALTA, MSIDA
MATRICULATION EXAMINATION
INTERMEDIATE LEVEL
SEPTEMBER 2017

SUBJECT:	MARKETING
DATE:	1st September 2017
TIME:	4:00 p.m. to 7:05 p.m.

Answer **ALL** the questions in Section A and **TWO** questions from Section B.

SECTION A

Answer **ALL** questions in this section. This section carries **40** marks.

1. Explain the difference between ‘desk’ and ‘field’ research. (4)
2. List and briefly describe **FOUR** elements of the ‘macro-environment’. (4)
3. Define the marketing mix and list the components of the ‘marketing mix’ for goods. (6)
4. Briefly describe what is meant by a ‘brand’. (4)
5. Differentiate between the ‘intangibility’ and ‘inseparability’ of services. (4)
6. Mention **TWO** advantages and **TWO** disadvantages of focus groups. (4)
7. List any **FIVE** types of advertising media available for marketing managers. (5)
8. Identify and briefly describe the stages of the product life cycle. (5)
9. What do we call a company’s decision to serve a set of buyers sharing common needs or characteristics? Mention **TWO** advantages of this approach. (4)

(Total: 40 marks)

Please turn the page.

SECTION B

Answer any **TWO** of the following questions. Each question carries equal marks. This section carries **60 marks**.

10. (a) What is 'market segmentation' and what are its benefits? (7)
- (b) Discuss **FOUR** major variables (types) of market segmentation and provide an appropriate example for each variable. (8)
- (c) Briefly discuss the conditions for effective market segmentation for an English Language School. (15)
- (Total: 30 marks)**
11. (a) Define 'societal marketing' and explain its essential features. (10)
- (b) Explain the relevance of societal marketing to a product of your choice using the marketing mix approach. (20)
- (Total: 30 marks)**
12. (a) How would customers define 'price'? (3)
- (b) Identify and explain the **THREE** major pricing strategies. (12)
- (c) As the marketing manager for a brand leader in a mobile telephony industry, you noticed that a competitor has just reduced his prices by 15 percent on his number one selling product. In a memo to your boss, you must outline how to respond to this latest threat. Outline and discuss **FIVE** possible response alternatives. (15)
- (Total: 30 marks)**