

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD
UNIVERSITY OF MALTA, MSIDA

MATRICULATION CERTIFICATE EXAMINATION
INTERMEDIATE LEVEL
MAY 2012

SUBJECT:	MARKETING
DATE:	14 th May 2012
TIME:	9.00 a.m. to 12.00 noon

Answer the first two questions and any other three questions. All questions carry equal marks.

- Explain what is meant by '*marketing orientation*'. [4 marks]
 - Define '*Relationship Marketing*'. [4 marks]
 - Distinguish between '*market segmentation*' and '*target marketing*'. [4 marks]
 - Why are services (i) *intangible* and (ii) *inseparable*? [4 marks]
 - Explain what is meant by '*Direct Marketing*'. [4 marks]
- What are the three levels a product should be viewed on? [4 marks]
 - Explain what is meant by (i) *hit and run* and (ii) *discriminatory* pricing. [4 marks]
 - What are the main characteristics a salesperson should have? [4 marks]
 - Distinguish between '*desk*' and '*field*' research. [4 marks]
 - Mention the basic differences between '*business*' and '*international*' markets. [4 marks]
- Describe the main elements of the *marketing mix* and illustrate how these can be used to market a new hairdressing salon. [20 marks]
- Explain the benefits of using '*socio-economic*' and '*lifestyle*' segmentation methods for a Travel Agency. [20 marks]
- Describe the main factors of the '*macro-environment*'. [5 marks]
Explain how changes in the external environment can alter a company's marketing strategy. [15 marks]
- Explain four methods of *primary marketing research* you would use to gauge the public's perceptions about a new lifestyle magazine. [20 marks]
- Describe the use of four elements of the *marketing communications mix* in creating an effective communications campaign for the launch of a new energy drink. [20 marks]
- Explain the roles of the '*retailer*' and '*wholesaler*' in the channels of distribution and how they are being impacted by changing trends due to advances in communications and technology. [20 marks]