

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD
UNIVERSITY OF MALTA, MSIDA
MATRICULATION EXAMINATION
INTERMEDIATE LEVEL
MAY 2014

SUBJECT: MARKETING
DATE: 16th May 2014
TIME: 9.00 a.m. to 12.00 noon

ANSWER THE FIRST TWO QUESTIONS AND ANY OTHER THREE QUESTIONS

1. (a) List the **four** elements of the marketing mix. (4 marks)
- (b) Distinguish between the government market and the business market. (4 marks)
- (c) What is the difference between undifferentiated and differentiated market segmentation strategies? (4 marks)
- (d) Briefly explain what is meant by primary and secondary research. (4 marks)
- (e) Surveys can be carried out in different ways. Mention **four** different types of survey data collection methods. (4 marks)
2. (a) List **two** types of cost-oriented pricing policies. (4 marks)
- (b) Mention **two** advantages and **two** disadvantages of direct marketing. (4 marks)
- (c) Briefly explain any **two** stages in the personal selling process. (4 marks)
- (d) What is above-the-line and below-the-line advertising? (4 marks)
- (e) Give **two** examples of consumer sales promotion and **two** examples of trade sales promotion. (4 marks)
3. (a) What is meant by the macro environment of a company? (4 marks)
- (b) List the elements that make up the macro environment. (6 marks)
- (c) Describe how an analysis of the macro environment can be beneficial to airline companies. (10 marks)
4. (a) Define the term 'branding'. (5 marks)
- (b) Discuss how branding can be used to differentiate between two competing brands such as Samsung and Apple. (15 marks)

5. Marketing has an important role in profit as well as non-profit making organisations. Discuss how non-profit organisations can benefit from marketing, supplementing your answers with practical examples. (20 marks)
6. (a) Describe and give examples of **four** elements from the marketing communications (promotional) mix. (8 marks)

(b) Research conducted in 2012 states that Maltese children aged 10 and 11 feature second in the list of the most overweight in the world. Identify and discuss a set of marketing communications tools that can be used by local health authorities in order to promote a healthy lifestyle among the younger generation. (12 marks)
7. Mention and briefly describe **three** types of distribution strategies. Give examples of where each might be appropriate. (20 marks)
8. Review and explain **five** types of market-oriented pricing policies, providing a suitable example for each type. (20 marks)