

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

UNIVERSITY OF MALTA, MSIDA

**MATRICULATION EXAMINATION
INTERMEDIATE LEVEL
SEPTEMBER 2014**

SUBJECT:	MARKETING
DATE:	5th September 2014
TIME:	4.00 p.m. to 7.00 p.m.

Answer the first two questions and any other three questions.

1. (a) What are the stages of the product life cycle? (4 marks)
- (b) Explain what is meant by product line and product mix. (4 marks)
- (c) Distinguish between product orientation and selling orientation. (4 marks)
- (d) What is meant by societal marketing? (4 marks)
- (e) What is the difference between benefit and lifestyle market segmentation strategies? (4 marks)

2. (a) Distinguish between franchisees and agents engaged in the distribution network of a clothing business. (4 marks)
- (b) Mention four activities an organisation can undertake in its public relations efforts. (4 marks)
- (c) Distinguish between primary and secondary data. (4 marks)
- (d) Distinguish between observation and experimentation methods in marketing research. (4 marks)
- (e) Mention two examples of above-the-line advertising and outline an advantage and a disadvantage of each. (4 marks)

3. An established car dealer plans to introduce an electric powered car in Malta. Describe and explain how different elements of the marketing communications (promotion) mix can be applied by the dealer to create a campaign to launch the electric car. (20 marks)

4. How does marketing the services of a medical team differ from marketing computer hardware? Explain your answer with reference to the differences between services and physical products. (20 marks)

5. The selling process involves several steps that a salesperson must master in order to gain new customers and obtaining orders from them. Discuss the various steps in the personal selling process. Apply the process to the case of a sales person selling gym memberships of a first class hotel to the local market. (20 marks)

6. (a) Why would an organisation engage in market research? Explain five reasons with examples. (10 marks)
- (b) A breakfast cereals company wants to investigate a new cereal snack targeting adults. The company's marketing director is undecided whether to opt for focus groups or individual interviews. Describe each research method and discuss the advantages and disadvantages of each. (10 marks)

7. A manufacturer of car parts is considering starting a new line of business, providing parts to large fleet operators like car rental, taxi and delivery companies. Describe and discuss the different types of pricing policies that the manufacturer may consider. (20 marks)

8. (a) What is customer satisfaction? Discuss and provide practical examples. (4 marks)
- (b) Why would relationship marketing be important to a coffee shop chain? Discuss and provide examples. (16 marks)