

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

UNIVERSITY OF MALTA, MSIDA

MATRICULATION EXAMINATION  
INTERMEDIATE LEVEL  
MAY 2015

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|-----------------|---------------------------|
| <b>SUBJECT:</b> | MARKETING                 |
| <b>DATE:</b>    | 14 <sup>th</sup> May 2015 |
| <b>TIME:</b>    | 9.00 a.m. to 12.00 noon   |

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**Answer the first two questions and any other three questions**

1. (a) How are activities in a marketing department organised in sub-departments by function? (5 marks)
- (b) Describe the elements of the marketing mix. (4 marks)
- (c) Explain what is meant by intangibility and variability of services. (4 marks)
- (d) Define price elasticity of demand. (3 marks)
- (e) Distinguish between retailing and wholesaling. (4 marks)
2. (a) Mention two advantages and two disadvantages of telephone interviews. (4 marks)
- (b) Distinguish between a company's macro and micro environment. (4 marks)
- (c) Describe two requirements for effective consumer segmentation. (4 marks)
- (d) Define direct marketing. (4 marks)
- (e) What is customer relationship management? (4 marks)
3. (a) List the different marketing management orientations that companies may adopt. (5 marks)
- (b) What are the main characteristics of each orientation? Why would companies adopt one orientation over another? Discuss the subject providing commercial examples. (15 marks)
4. (a) What is the product life cycle? (5 marks)
- (b) Discuss the stages of the product life cycle using examples from the computer industry. (15 marks)

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5. (a) List the main types of market segmentation and provide a brief description of each. (4 marks)
- (b) Explain how the marketing manager of an international hotel based in Malta can apply these types of market segmentation to its customer base of local and international visitors. Use examples. (16 marks)
6. (a) Differentiate between primary and secondary research, providing sources and examples. (4 marks)
- (b) Analyse the essential steps of the market research process that a research company would go through to investigate the usage and attitude of young people with regards to online social networks. (16 marks)
7. (a) A new chain of fast food restaurants is setting up in the Maltese Islands. Identify any five types of advertising media available to communicate its launch to potential customers. (5 marks)
- (b) Evaluate the advantages and disadvantages of the types of advertising media identified above, analysing which types would be appropriate for the restaurant chain's marketing campaign. (15 marks)
8. (a) Define the three main pricing strategies that may be implemented by a company. (6 marks)
- (b) Differentiate between market-penetration and market-skimming pricing strategies. Illustrate your answer with examples. (14 marks)