

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD
UNIVERSITY OF MALTA, MSIDA
MATRICULATION EXAMINATION
INTERMEDIATE LEVEL
SEPTEMBER 2015

SUBJECT:	MARKETING
DATE:	5th September 2015
TIME:	9.00 a.m. to 12.00 noon

Answer the first two questions and any other three questions.

1. (a) Define and distinguish between consumer markets and business markets. (8 marks)
(b) What is the difference between qualitative and quantitative research? (8 marks)
(c) Briefly describe market segmentation. (4 marks)

2. (a) Differentiate between the intangibility and inseparability of services. (8 marks)
(b) Briefly describe what is meant by a brand. (4 marks)
(c) What are the components of the marketing mix? (8 marks)

3. (a) List the different types of marketing concepts (also referred to as orientations). (5 marks)
(b) Discuss how a fast food chain like McDonald's may apply the marketing concepts. (15 marks)

4. Discuss the components of the macro environment of a company and their relevance to the company's marketing efforts. Provide examples for each component. (20 marks)

5. (a) Explain the difference between primary and secondary research. (6 marks)
(b) Describe the primary research methods that can be adopted by a supermarket in order to conduct market research with its customers. (14 marks)

6. An international clothing company will be opening a new store in Malta. Explain and describe how different elements of the communications mix can be used in a campaign to launch the new store. (20 marks)

7. Describe the different pricing policies and their components. Discuss and provide commercial examples for each. (20 marks)

8. Describe and discuss the different types of channels of distribution a manufacturer of smartphones may consider to reach its customers. (20 marks)