MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

UNIVERSITY OF MALTA, MSIDA

MATRICULATION EXAMINATION
INTERMEDIATE LEVEL
SEPTEMBER 2016

SUBJECT:	MARKETING
DATE:	31st August 2016
TIME:	4:00 p.m. to 7:05 p.m.

Answer the first two questions and any other three questions.

1. (a) Briefly describe the societal marketing concept. (4 marks)
   (b) Define and distinguish between undifferentiated and differentiated (segmented) market targeting strategies. (8 marks)
   (c) Distinguish between "retailing" and "wholesaling". (8 marks)

2. (a) Mention **two** advantages and **two** disadvantages of personal interviews. (4 marks)
   (b) What is meant by "perishability" and "variability" of services? (8 marks)
   (c) Define and briefly discuss customer relationship management. (8 marks)

3. (a) List the elements of the marketing communications (promotion) mix. (6 marks)
   (b) Describe and explain how you would use the different elements of the marketing communications (promotion) mix in a campaign to launch a new brand of smartphones in Malta. Illustrate your answer with examples. (14 marks)

4. Define and distinguish between a company's consumer and business markets. What are the key differences between these markets? (20 marks)

5. Mention and briefly describe **three** types of distribution strategies. Give examples of where each might be appropriate. (20 marks)

6. (a) Define customer value-based pricing policies. (4 marks)
   (b) Discuss the **two** market-oriented pricing policies that an established firm may choose to launch a new 3-D printer on the local market. Outline the conditions that justify the use of each type of policy. Illustrate your answer with examples. (16 marks)

7. (a) What are the benefits of market segmentation? (5 marks)
   (b) Discuss the requirements for effective segmentation by using the case of a fast food restaurant. (15 marks)

8. Discuss **four** methods of primary marketing research you would employ to collect feedback from readers of a local newspaper. Use examples. (20 marks)