

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD  
UNIVERSITY OF MALTA, MSIDA  
MATRICULATION EXAMINATION  
INTERMEDIATE LEVEL  
MAY 2017

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<b>SUBJECT:</b>	MARKETING
<b>DATE:</b>	1 <sup>st</sup> June 2017
<b>TIME:</b>	4:00 p.m. to 7:05 p.m.

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Answer **ALL** the questions in Section A and **TWO** questions from Section B.

**SECTION A**

**Answer ALL questions in this section. This section carries 40 marks.**

1. Define 'marketing' and describe its role in a society. (4)
2. Marketers perform research in order to gather data. Differentiate between quantitative and qualitative data. (4)
3. Briefly describe the importance of customer loyalty and retention. (4)
4. Briefly define 'market segmentation' and explain **THREE** of its benefits in consumer market. (4)
5. Explain the term 'market skimming' and provide **TWO** examples where it can be used. (3)
6. Explain the term 'franchising' and list **THREE** sectors where it is prominent. (5)
7. How are services different from goods? (4)
8. List **TWO** advantages and **TWO** disadvantages of direct marketing. (4)
9. Differentiate between consumer markets and government markets. (4)
10. List **TWO** advantages and **TWO** disadvantages of focus groups. (4)

**(Total: 40 marks)**

*Please turn the page.*

## SECTION B

**Answer any TWO of the following questions. Each question carries equal marks. This section carries 60 marks.**

11. (a) Describe the Product Life Cycle with the help of a diagram. (5)  
(b) Discuss the different stages of the Product Life Cycle using examples from the mobile telephony industry. (10)  
(c) Elaborate how marketing strategies change during a Product's Life Cycle in the examples provided above. (15)

**(Total: 30 marks)**

12. (a) Describe the elements of the marketing mix for services and use examples to illustrate your answer. (14)  
(b) Explain how you would use any **FOUR** elements of the "marketing mix" to market a service of your choice. (16)

**(Total: 30 marks)**

13. (a) Identify **FIVE** types of advertising media that a newly opened branded clothes outlet can use to communicate its launch to potential customers. (10)  
(b) Describe **TWO** advantages and **TWO** disadvantages for each of the advertising media you identified in (a) that the new retail outlet can use in its launch. (20)

**(Total: 30 marks)**