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SUBJECT:	<b>Marketing</b>
DATE:	4 <sup>th</sup> September 2020
TIME:	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 the questions in this section. This section carries 40 marks.**

1. Briefly define 'market offerings' and provide **TWO** examples of market offerings. (4)
2. The characteristics of services are different from those of products. List **FOUR** different characteristics of services that differ from products. (4)
3. List **FOUR** marketing management orientations and briefly identify **TWO** reasons why it is important to identify a marketing management orientation. (6)
4. Briefly define market segmentation and explain **TWO** of its benefits in consumer markets. (4)
5. List **FOUR** advantages of online data collection when carrying out primary research. (4)
6. Briefly describe the **TWO** types of customer value-based pricing methods. (6)
7. List **SIX** of the 7Ps that compose the marketing mix. (6)
8. List the **TWO** types of direct marketing and list **TWO** benefits of direct marketing to the seller. (6)

**(Total: 40 marks)**

***Please turn the page.***

## SECTION B

**Answer any TWO of the following questions. Questions carry equal marks. This section carries 60 marks.**

9. (a) List the **SIX** elements of a company's marketing microenvironment. (6)
- (b) Discuss **TWO** main reasons why it is critical to track the elements of the company's microenvironment. (8)
- (c) You have recently been appointed marketing manager of a sports clothing company. Explain how **TWO** technological forces in the macroenvironment may provide a competitive advantage to your company. (4)
- (d) List **TWO** trends from the natural environment that are of interest to the marketing manager of a sports clothing company in Malta, and discuss whether these trends pose opportunities and/or threats. (12)

**(Total: 30 marks)**

10. (a) Briefly define consumer buying behavior. (3)
- (b) List **FOUR** factors influencing consumer behaviour and discuss their relevance to a marketing manager of a company selling organic food. (12)
- (c) Identify the **FIVE** stages of the consumer buyer decision process and discuss how customers go through this process when purchasing organic food. (15)

**(Total: 30 marks)**

11. (a) List the stages of the product life cycle for a product of your choice. (5)
- (b) Present a diagram showing the sales and profits over the product's life cycle. (5)
- (c) You have recently been employed as a marketing manager of a family business operating in the hotel industry. The company has sustained success in the maturity stage of the product life cycle for many years but is now experiencing decline. Discuss **FOUR** strategies that the company can adopt to continue to evolve to meet changing consumer needs and wants during the decline phase. (20)

**(Total: 30 marks)**