L-Università ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

ADVANCED MATRICULATION LEVEL
2025 SECOND SESSION

SUBJECT:	**Marketing**
PAPER NUMBER:	I
DATE:	29th August 2025
TIME:	9:00 a.m. to 12:05 p.m.

Section A
Answer ALL questions in this section. This section carries 50 marks.

1. Briefly explain customer satisfaction. Give **TWO** reasons why it is important for businesses to achieve it. (6)
2. What is a market? (4)
3. Briefly describe **TWO** elements that form part of the microenvironment of a company. (6)
4. What is a research instrument? Provide **ONE** example. (5)
5. Distinguish between consumer buying behaviour and business buying behaviour. (6)
6. What is a positioning strategy? (4)
7. Briefly describe **TWO** major pricing strategies. (4)
8. What is consumer sales promotion? Provide **TWO** examples of sales promotion tools. (6)
9. What is direct investment when entering a foreign market? (4)
10. Explain what is meant by environmentalism. (5)

(Total: 50 marks)

Section B
Answer TWO questions from this section. This section carries 50 marks.
All questions carry equal marks.

11. a) Explain the **FIVE** marketing orientations that a business should evaluate before starting operations. (15)
    b) Discuss how a startup clothing brand could evaluate the **FIVE** marketing orientations and choose the most suitable **ONE**, providing justification for its choice. (10)

(Total: 25 marks)

12. a) Define marketing logistics and explain its key components. (12)
    b) Using the example of a national grocery chain, discuss the importance of marketing logistics for companies in today's business environment. (13)

(Total: 25 marks)

13. a) Define advertising and briefly explain its role in a company's promotional strategy. (10)
    b) Using the example of a new wellness and fitness app, discuss **FIVE** different types of advertising media that can be used to effectively reach the target audience. (15)

(Total: 25 marks)

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ADVANCED MATRICULATION LEVEL
2025 SECOND SESSION

SUBJECT:	**Marketing**
PAPER NUMBER:	II
DATE:	1st September 2025
TIME:	9:00 a.m. to 12:05 p.m.

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

SECTION A
This section carries 50 marks.

Case Study: Nestlé thrives through Marketing

Nestlé is one of the oldest and most famous brands of our time. Founded in 1866, the Swiss multinational food and beverage company with its unique brand image has been operating worldwide for over 150 years. It is one of the largest companies in the world, boasting revenues of over US $101 billion in 2024, with a presence in 191 countries and more than 2,000 brands. Some of these, such as Nescafe coffee, Perrier sparkling water, Häagen Dazs ice cream and Kit Kat, Smarties and Baci chocolates amongst many others, are globally iconic, while others are just regional.

The company's mission is to enhance the quality of life and contribute to a healthier future. It does this through focusing on the production and supply of great quality and healthy food products. Over the years, it has acquired many renowned brands to offer a more diversified portfolio and consolidate its leading market position.

To fulfil its brand promise and inspire beliefs and values, it adopted the evergreen tagline "Good Food, Good Life", which also emphasises its commitment to health and wellness through better nutrition and sustainable practices.

In the fiercely competitive FMCG industry, with the likes of rival firms Unilever and Danone, thriving can be a daunting task. Nestlé, however, has effectively utilised product diversification to not only overcome challenges but also achieve remarkable success. This has seen it introduce canned and frozen foods, milk products and even enter the pet food market, enabling it to offer an extensive array of products to cater to diverse consumer needs.

Nestlé's targeting and positioning strategy has played a key role in establishing itself all around the world. It utilses the main segmentation variables to personalise its marketing efforts and adapts to different cultures and regions by tailoring its messaging and product offerings to suit local tastes. It also invested in innovative product development, such as the launch of Nescafe Dolce Gusto, to stay ahead of consumer trends and maintain its appeal.

Co-branding has also served to bolster its product promotion. It announced a strategic partnership with Starbucks to launch a new range of premium coffee products, expanding its footprint in the global coffee market. It also has a very successful venture with its Nespresso operation where the coffee machines carry the brand names of well-known kitchen equipment manufacturers such as Magimix, Siemens and DeLonghi. Furthermore, celebrity chef Gordon Ramsay partnered with Nestlé to promote its new line of high-quality cooking products, enhancing the brand's appeal among culinary enthusiasts.

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Using the latest digital marketing strategies, it has a very strong website presence with separate websites for its brands which helps to rank itself better on search engines such as Google. It is active on all major social media platforms like Facebook, Instagram, Twitter, and YouTube. It actively shares product updates, new launches, recipes, relevant content and creates campaigns that are memorable, relatable, and share-worthy. It also engages influencers and encourages user-generated content to appeal to a younger demographic. All these contribute to connecting with customers and building a stronger relationship with its audience.

The company's marketing strategy prioritises sustainability and reducing its environmental impact. It has established ambitious objectives that focus on sustainability, aiming to attain zero net greenhouse gas emissions by 2050 and implement 100% recyclable or reusable packaging by 2025. It is committed to utilising food-grade recycled plastics, taken proactive measures to combat deforestation and it includes sustainable measures in every aspect of production and consumption.

Nestlé knows that what is good today might not be suitable for tomorrow. That is why it consistently adapts to consumer trends and preferences and keeps exploring and focusing on pushing the boundaries to find more to experiment with foods, nutrition, and beverages.

Ultimately, the aim is to unlock the power of food to improve the quality of life for everyone, bring more pleasure and enjoyment to customers, and make the best nutrition affordable not just today but for generations to come.

Compiled and adapted from various sources including: "How Nestle's Marketing Strategy Helped Them Grow as a Brand-(2023), Streamlyn Academy (2022), Interbrand, Best Global Brands (2024); Nestlé's Annual Report (2024); www.nestle.com; and international press coverage.

Answer ALL questions

1. Nestle has been in existence for over 150 years. What marketing initiatives and strategies have the company used to remain relevant and maintain its leading position? Support your answer with examples from the case study. (20)

2. Nestle has a strong and unique global brand and some of its products are renowned and iconic.

   (a) Explain what is an iconic brand and give an example. (3)

   (b) How does Nestle's tagline "Good Food, Good Life" complement its current brand positioning? (9)

3. Nestle has entered into co-branding arrangements with other companies. What are the advantages of this? Are there any disadvantages? (10)

4. In the context of the case study, why is the use of social media and online marketing extremely important for a global company like Nestle? (8)

(Total: 50 marks)

SECTION B

Answer TWO questions from this section. This section carries 50 marks. All questions carry equal marks.

5. Explain **each** element of the 'Services Marketing Mix' and apply it to a new airline operating in Malta. (25)

(Total 25 marks)

6. (a) Explain the components of the 'Levels of Product' tool. (10)

   (b) Apply the 'Levels of Product' tool to a gym membership and a taxi service. (15)

(Total 25 marks)

7. (a) Explain the purchasing stages an individual consumer would go through when buying a top range smartphone. Give practical examples for **each** stage. (20)

   (b) Would anything be different if a chocolate bar was being purchased instead? Give reasons for your answer. (5)

(Total 25 marks)