L-Università ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

ADVANCED MATRICULATION LEVEL
2026 SECOND SESSION

SUBJECT:	**Marketing**
PAPER NUMBER:	I
DATE:	31st August 2026
TIME:	9:00 a.m. to 12:05 p.m.

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

1. Distinguish between customer loyalty and customer retention. (6)
2. Explain what is meant by a competitor in the microenvironment of a company. (4)
3. List and briefly describe **TWO** trends in the natural environment that may affect marketing decisions. (6)
4. What is meant by competitive market intelligence? (4)
5. Briefly explain the purpose of presenting market research findings through infographics. (5)
6. Explain what is meant by dissonance-reducing buying behaviour. Provide **ONE** example. (5)
7. What is a multichannel distribution system? (4)
8. Briefly explain **TWO** retailing trends and developments. (6)
9. Briefly explain **ONE** benefit and **ONE** challenge of using email marketing as a digital marketing tool. (4)
10. Distinguish between exporting and joint venturing. (6)

(Total: 50 marks)

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

11. A hotel operating in a popular tourist destination experiences significant fluctuations in demand throughout the year. The management is considering using dynamic pricing to maximise revenue.
    a) Explain **THREE** advantages of using dynamic pricing for this business. (9)
    b) Explain **THREE** disadvantages of using dynamic pricing for this business. (9)
    c) Evaluate whether the hotel should adopt dynamic pricing strategy. (7)

(Total: 25 marks)

12. A small retail business is facing increased competition and a decline in sales. The owner is considering using sales promotion and advertising as part of the marketing strategy.
    a) Explain **THREE** objectives of sales promotion that the business may aim to achieve. (9)
    b) Discuss whether the business should consider using advertising alongside sales promotion. (16)

(Total: 25 marks)

13. a) Explain **THREE** ways in which marketing may negatively impact society. (9)
    b) Discuss how a business can apply ethical marketing practices to reduce negative impacts on society. (16)

(Total: 25 marks)

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ADVANCED MATRICULATION LEVEL
2026 SECOND SESSION

SUBJECT:	**Marketing**
PAPER NUMBER:	II
DATE:	1st September 2026
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: Crocs - From Practical Footwear to Global Fashion Trend

Crocs, Inc. is a global footwear company best known for its colourful clog-style shoes made from a lightweight foam material called Croslite™. The company was founded in 2002 in the United States and originally marketed its shoes as practical footwear for boating and outdoor activities because they were comfortable, water-resistant and easy to clean. Over time, however, Crocs evolved from a purely functional product into a lifestyle fashion brand sold in more than 80 countries around the world. Today, with over $4 billion in annual revenue, the company sells footwear for men, women and children through retail stores, online channels and third-party retailers.

Crocs' core product remains the Classic Clog, but the company has expanded its range to include sandals, slides, boots and platform designs. The shoes are known for comfort and practicality, but the brand also promotes self-expression and individuality. One distinctive feature is the use of "Jibbitz" charms, small accessories that can be attached to the holes in Crocs shoes. This product customisation strategy has helped the brand appeal particularly to younger consumers who value creativity and individuality in fashion.

In recent years, Crocs has used bold and unconventional marketing to strengthen its brand image. The company frequently collaborates with celebrities, fashion designers and entertainment brands. These collaborations often generate strong media attention and sell out quickly. Partnerships with well-known artists and brands help Crocs stay relevant in popular culture and attract younger audiences.

Crocs also relies heavily on digital marketing and social media. Platforms such as Instagram and TikTok are used to showcase colourful products, influencer content and customer-generated photos. Campaigns encourage fans to share how they style their Crocs, helping to build a community around the brand. Social media engagement has increased brand mentions and strengthened customer loyalty.

Another key promotional strategy is the release of limited-edition collaborations and themed products. For example, Crocs has launched fun collections inspired by food brands and pop culture, designed to generate excitement and online buzz.

Crocs distributes its products through multiple channels. These include company-owned retail stores, online platforms, and large third-party retailers such as department stores and footwear chains. The company has increasingly invested in direct-to-consumer sales through its website and mobile platforms, allowing it to communicate directly with customers and offer exclusive products online.

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International expansion has also been an important part of Crocs' strategy. Markets in Asia and Europe have shown strong growth, with the company adapting marketing campaigns and product designs to suit local consumer preferences.

Crocs' success reflects broader trends in the fashion industry. In recent years, consumers have shown increasing interest in comfort, casual clothing and personalisation. Social media culture also encourages self-expression and individuality, which aligns well with Crocs' colourful designs and customisable charms.

At the same time, Crocs has benefited from the growing popularity of fashion trends in which unconventional or previously criticised designs become fashionable precisely because they stand out and challenge traditional ideas of style. Shoes that were once criticised for their unusual appearance have become widely accepted as trendy and fun.

However, the footwear market remains highly competitive. Crocs competes with global sportswear and lifestyle brands such as Nike and Adidas, as well as other casual footwear brands. Changes in consumer preferences, economic conditions and fashion trends can all affect demand.

Like many global brands, Crocs has recently increased its focus on sustainability. The company has introduced initiatives to reduce the environmental impact of its products and supply chain. Crocs is increasing the use of bio-based materials in its Croslite™ material and aims to reduce the carbon footprint of its Classic Clog significantly by 2030.

The company has also launched circular initiatives such as the "Old Crocs. New Life." programme, which collects used shoes from consumers and recycles them into new products. This approach supports the growing trend of circular economy practices in the fashion industry.

Crocs has transformed itself from a niche comfort shoe into a global lifestyle brand through creative marketing, digital engagement and product customisation. By combining comfort with bold design, influencer collaborations and sustainability initiatives, the company has built a strong brand identity in the competitive footwear market. However, changing fashion trends and strong competition mean that Crocs must continue innovating its products and marketing strategies to maintain its popularity among consumers.

Compiled and adapted from various publicly available sources including: Crocs, Inc. Annual Reports and Investor Relations publications; "Crocs Marketing Mix: Comfort-Centric Branding and Global Reach", N. Sheridan 2026; "Research on Croc's Marketing Strategy", X. Shang (2023), EWA Publishing; "How Crocs Conquered China", J. Emont (2025), The Wall Street Journal; www.crocs.com, and international press coverage.

Answer ALL questions

1. Crocs has evolved from a functional footwear brand into a global lifestyle brand through its marketing strategies.

   a) Name and briefly describe the **FOUR** main segmentation variables. (8)

   b) Using examples from the case study, identify and explain **TWO** market segments around the variables mentioned in 1(a) that Crocs targets. Explain how Crocs positions its products to appeal to these two segments. (12)

2. With relevant examples from the case study, explain how Crocs uses the Product, Promotion and Place elements of the marketing mix to build and strengthen its brand. (12)

3. Identify and explain key consumer trends and behaviours that have contributed to Crocs' growth in the global fashion market. Support your answer with examples from the case study. (10)

4. How does Croc's investment in sustainability initiatives contribute to its performance and corporate image? (8)

(Total: 50 marks)

SECTION B

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

5. a) Mention and briefly explain the **FIVE** components of the Communications Mix. (10)

   b) Apply **each** of the components of the Communications Mix to the launch of a new outlet specialising in healthy and organic food. The outlet operates in a highly competitive area and differentiates itself by promoting a healthy living lifestyle. Support your answer with practical examples. (15)

(Total: 25 marks)

6. a) Explain the different stages of the Product Life Cycle (PLC) and the key characteristics of **each** stage. (10)

   b) Apply the Product Life Cycle to a newly launched smartwatch with advanced health monitoring features. Discuss the marketing strategies that should be used for this wearable fitness device at the current stage and how these strategies are likely to change as the product moves into the next stage. (15)

(Total: 25 marks)

7. a) Outline the **SEVEN** stages of the personal selling process in their right order. (9)

   b) Apply the personal selling process to the sale of a luxury holiday package. Explain how **each** stage in its right order would be used by a salesperson to engage the customer and successfully complete the sale. Support your answer with examples. (16)

(Total: 25 marks)