L-Università ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

INTERMEDIATE MATRICULATION LEVEL
2026 FIRST SESSION

SUBJECT:	**Marketing**
DATE:	7th May 2026
TIME:	9:00 a.m. to 12:05 p.m.

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. Define marketing. (3)

2. List the **SEVEN** Ps of the marketing mix that apply to services. (7)

3. Distinguish between exploratory research and causal research. (6)

4. List the **FIVE** requirements for effective segmentation. (5)

5. Distinguish among the **THREE** levels of a product. (6)

6. Distinguish between click-only companies and click-and-mortar companies. (6)

7. Define return on advertising investment. (3)

8. Explain what is meant by the term ‘integrated marketing communications’. (4)

(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. CoffeeBlend sells ethically sourced premium-quality coffee. The company is considering which marketing management orientation it should adopt.

   (a) Discuss **FIVE** different marketing management orientations which companies can adopt to carry out their marketing strategy. (20)

   (b) Which market orientation do you recommend for CoffeeBlend to adopt? Provide **THREE** justifications to support your argument. (10)

   (Total: 30 marks)

10. Alison has recently been employed with a travel agency that specialises in offering its customers a wide range of cruise vacations. She is currently undergoing training on personal selling.

    (a) Explain the **SEVEN** steps involved in the selling process that Alison should master. Provide relevant practical examples for **each** step, and apply **each** example to the context described. (21)

    (b) Discuss the role of the sales force in creating customer value through personal interactions with the customers. (9)

    (Total: 30 marks)

11. Jason is the Marketing Manager at a local brewery that sells craft beer to the local market.

    (a) Explain the importance of pricing for this company. (6)

    (b) Discuss, using relevant examples, the major pricing strategies that Jason should consider when setting the price of craft beer. (24)

    (Total: 30 marks)