

**SULIT**



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN  
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI  
KEMENTERIAN PENGAJIAN TINGGI**

**JABATAN PERDAGANGAN**

**PENILAIAN ALTERNATIF**

**SESI DISEMBER 2020**

**DPP40073 : INTERNATIONAL MARKETING**

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**NAMA PENYELARAS KURSUS : PUSHPALATHA A/P APPANAIDU**

**KAEDAH PENILAIAN : PEPERIKSAAN ONLINE**

**JENIS PENILAIAN : ESEI BERSTRUKTUR (2 SOALAN)**

**TARIKH PENILAIAN : 28 JUN 2021**

**TEMPOH PENILAIAN : 1 JAM**

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**LARANGAN TERHADAP PLAGIARISM (AKTA 174)  
PELAJAR TIDAK BOLEH MEMPLAGIAT APA-APA IDEA,  
PENULISAN, DATA ATAU CIPTAAN ORANG LAIN. PLAGIAT  
ADALAH SALAH SATU PENYELEWENGAN AKADEMIK. SEKIRANYA  
PELAJAR DIBUKTIKAN MELAKUKAN PLAGIARISM, PENILAIAN  
BAGI KURSUS BERKENAAN AKAN DIMANSUHKAN DAN DIBERI  
GRED F DENGAN NILAI MATA 0.**

**(RUJUK BUKU ARAHAN-ARAHAN PEPERIKSAAN DAN KAEDAH PENILAIAN (Diploma) EDISI 6,  
JUN 2019, KLAUSA 17.3)**

**SECTION A : 50 MARKS****INSTRUCTION:**

This section consists of **TWO (2)** essay questions. Answer **ALL** the questions

**QUESTION 1**

CLO1  
C3

- (a) Hometown Hainan Coffee, a self-own premium café chain that founded in 2008. Its main intention is to bringing forward and modernizing the culture of relaxing in a local coffee house. They are well known for their rich and aromatic flavors of coffee, tea and cham. Top management of the company has major plans to penetrate their products to European countries. As a marketing manager, apply any **TWO (2)** organization's internal environmental factors that Hometown Hainan Coffee needs to consider if they would like to penetrate European markets.

[10 marks]

CLO1  
C4

- (b) Frozen food manufacturers trade various essential food commodities such as frozen meat, seafood, vegetables, fresh fruits and Malay traditional food. They are adopting a high level of technology to process and preserve the food and exports to countries such as Asia Pacific and Europe. In Malaysia, frozen food industry is growing rapidly due to the entry of various new frozen food manufacturers, as they are implementing aggressive campaigns on TV and other forms of media. Since Frozen food industry in Malaysia highly competitive and a huge potential for growth, analyze Malaysia Frozen Food Industry using **Five Porter Forces** with appropriate examples.

[15 marks]

**QUESTION 2**CLO2  
C3

- (a) Perodua ( *Perusahaan Otomobil Kedua Sendirian Berhad*), is Malaysia's first and biggest Energy-Efficient Vehicle (EEV) manufacturer that produced and sold over 650,000 EEVs. Perodua vehicle is not only affordable to buy, but affordable to own. As of Malaysian vehicle manufacturer Perodua held the largest market share, approximately 41.6 percent of total passenger car sales in Malaysia. Perodua also exports its vehicles to international markets such as United Kingdom, Singapore, Mauritius, Brunei, Sri Lanka, Malta, Nigeria, Qatar, Nepal Fiji and Ireland.

In international market, pricing is the most critical and complex decision for all the companies that go global. Provide **THREE (3)** factors that influence Perodua's decision on international pricing strategy.

[12 marks]

CLO2  
C4

- (b) Xerox Holding Corporation is an American corporation that sells printer and digital document product in more than 160 countries today. The company came to prominence in 1959 with the introduction of the Xerox 914, the first plain paper photocopier using the process of Electro photography discovered by Chester Carlson. The international product life cycle was introduced by Raymon Vermon in 1960 as a result of diffusion of products due to technology between one country and another. As a company representative, determine the characteristics of international product life cycle for Xerox Holding Corporation with an appropriate diagram and example.

[13 marks]

**SOALAN TAMAT**