

**SULIT**



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

**JABATAN PERDAGANGAN**

**PENILAIAN ALTERNATIF**

**SESI DISEMBER 2020**

**DPP6023 : INTERNATIONAL MARKETING**

---

**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**

---

**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) A **Customer** is an individual or business that purchases another company's goods or services. Customers are important for the business because without them the company cannot drive revenue. Interpret any **THREE (3)** types of customers market with appropriate examples.

[9 marks]

CLO1  
C4

- (b) Bonia Corporation Berhad is an international luxury fashion retailer based in Malaysia which has more than 700 sales outlets across Asia. It markets footwear, pizzazz leatherwear and accessories. International marketing has become essential for a business to survive in the global marketplace. As a Marketing Manager for Bonia Corporation Berhad, determine **FOUR (4)** benefits of international marketing for a business like Bonia Corporation Berhad with appropriate examples.

[16 marks]

**QUESTION 2**CLO2  
C3

- (a) You are the Marketing Manager for Secret Recipe Cakes and Café Sdn Bhd, a local-based company that specializing in cakes and fusion food in service environment. Top management of the company has major plans to penetrate their products to Western Asia countries.

As the Marketing Manager, you are given a task to identify the most appropriate market entry strategies for Secret Recipe Cakes and Café Sdn Bhd. Adapt **TWO (2)** market entry strategies that appropriate to the company's nature of business.

[10 marks]

CLO2  
C4

- (b) The **Proton X70** is a compact crossover SUV produced by the Malaysian car maker Proton and the car was launched on 12 December 2018. Currently, Proton X70 is exported to Brunei, Indonesia and Pakistan. Proton's long-term goal is to be the third bestselling automotive brand in ASEAN by 2027. As a marketing manager for the company, you are required to differentiate the Foreign Direct Investment (FDI) strategies as stated below with appropriate examples:

- i. Acquisition Vs Greenfield [5 marks]
- ii. Manufacturing Vs Assembly [5 marks]
- iii. Sole Venture Vs Joint Venture [5 marks]

**SOALAN TAMAT**