

SULIT



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK
KEMENTERIAN PENDIDIKAN TINGGI**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI DISEMBER 2017

DPP6023 : INTERNATIONAL MARKETING

TARIKH : 03 APRIL 2018

MASA : 2.30 PETANG - 4.30 PETANG (2 JAM)

Kertas ini mengandungi **TIGA (3)** halaman bercetak.

Esei (4 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

INSTRUCTION:

This section consists of **FOUR (4)** essay questions. Answer **ALL** questions.

QUESTION 1

- CLO1
C1 (a) Describe International Marketing with relevant examples. [5 marks]
- CLO1
C2 (b) Discuss **FIVE (5)** micro environment factors that could influence the organization with examples. [10 marks]
- CLO1
C3 (c) Apply **FIVE (5)** Forces Analysis which help to analyze attractiveness in an industry structure. [10 marks]

QUESTION 2

- CLO2
C2 (a) Explain the meaning of turnkey operation with examples. [5 marks]
- CLO2
C3 (b) Interpret these Foreign Direct Strategies (FDI) below:
i. Assembly [5 marks]
ii. Manufacturing [5 marks]
- CLO2
C4 (c) Analyze **FIVE (5)** criteria in selecting market entry methods. [10 marks]

QUESTION 3

CLO2
C3

(a) Interpret the international product strategies below:

i. Standardized product

[5 marks]

ii. Localized product

[5 marks]

CLO2
C3

(b) Apply the approaches to develop international pricing as below:

i. Ethnocentric pricing

[5 marks]

ii. Polycentric pricing

[5 marks]

iii. Geocentric pricing

[5 marks]

QUESTION 4

CLO3
C3

(a) Interpret international marketing research.

[5 marks]

CLO3
C4

(b) Differentiate between Descriptive Research and Comparative Research.

[10 marks]

CLO3
C4

(c) Explain the process of conducting research in an international environment.

[10 marks]

SOALAN TAMAT