

**SULIT**



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

**JABATAN PERDAGANGAN**

**PEPERIKSAAN AKHIR  
SESI DISEMBER 2016**

**DPP6023 : INTERNATIONAL MARKETING**

**TARIKH : 02 APRIL 2017  
MASA : 2.30 PM - 4.30 PM (2 JAM)**

---

Kertas ini mengandungi **EMPAT (4)** 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**

a) Describe **FIVE (5)** stages of international marketing involvement.

[10 marks]

CLO1  
C1

b) Identify **FIVE (5)** microenvironment factors that influence the organization.

[5 marks]

c) PEST is an acronym for Political, Economic, Social and Technological. Describe how these factors will affect the performance and activities of international business in the long-term.

[10 marks]

## QUESTION 2

One of the tasks of international marketer is to study and understand the cultures of countries in which they will be doing business. Culture understanding applies to all whether it is a big or small MNC.

a) Based on the above statement:

- i) Differentiate between verbal and non-verbal communication. [4 marks]
- ii) Distinguish between material and nonmaterial elements of culture. [6marks]

b) Determine the cultural differences between countries based on the cultural element below. Give an appropriate example each.

- i) Religion
- ii) Aesthetic
- iii) Value and attitude

[15 marks]

CLO2  
C2

## QUESTION 3

a) Interpret the international product strategies below:

- i) Standardize Product [5 marks]
- ii) Localized Product [5marks]

b) Carry out factors that affecting the international pricing decisions.

[5 marks]

c) Interpret **TWO (2)** approaches to develop international pricing strategies.

[10 marks]

CLO2  
C3

**QUESTION 4**

One of the causes of failure for MNC when venturing to an international marketplace is insufficient information and preparation. Thus, the company and managers do not have an adequate understanding of business environment particularly the foreign market. Therefore, a well prepared information and documentation of market research of foreign market is a must.

CLO3  
C4

a) Explain the terms below.

- i. International buyer behavior research
- ii. International product research

[10 marks]

b) Describe the process of conducting international marketing research.

[15 marks]

"END OF QUESTIONS"