

**STRUCTURES / ESSAY (100 marks)**

Instruction: This section consists of **FIVE (5)** questions. Answer **FOUR (4)** questions only.

**SECTION A****QUESTION 1**

Products that satisfy customer needs and wants are categorized as high value products as perceived by customer and contribute to company's profit.

- (a) Define product. (2 marks)
- (b) State **TWO (2)** global brand. (2 marks)
- (c) Differentiate between national product and international product. (6 marks)
- (d) Explain **FIVE (5)** factors to be considered by global marketer in designing a product. (15 marks)

**QUESTION 2**

- (a) Explain the following concepts: (9 marks)
- i. Market Holding
  - ii. Market Skimming
  - iii. Penetration Pricing
- (b) Pricing is a very important tool in marketing mix because it will determine company's profitability. Changes in environmental factor will impact directly on pricing decision. Explain **FOUR (4)** environmental factors that influence the pricing decision of a product. (16 marks)

EXAMINATION AND EVALUATION DIVISION  
DEPARTMENT OF POLYTECHNIC EDUCATION  
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION  
DECEMBER 2011 SESSION

**P5506: INTERNATIONAL MARKETING**

**DATE : 23 APRIL 2012 (MONDAY)**  
**DURATION : 2 HOURS (8.30 AM – 10.30 AM)**

This is a paper consisting of **FOUR (4)** pages including the front page.  
Essay (5 questions – answer 4 questions)

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**CHIEF INVIGILATOR**

QUESTION 5

Resource Allocation

	Market	Command
Private Resource Ownership	Market capitalism	Centrally planned capitalism
State	Market socialism	Centrally planned socialism

- (a) After the World War II, socialism and capitalism are two major economic systems used by countries to manage their economy. Based on the diagram above, what is your opinion regarding the economic system used by Malaysian government? Elaborate your answers based on the diagram above. (5 marks)
- (b) Gross National Income (GNI) is one of the tools used by World Bank to define market development based on four development categories. Elaborate the characteristics of the FOUR (4) categories with an example. (20 marks)

QUESTION 3

- (a) Name one country that uses theme shopping facilities in its distribution system? (1 marks)
- (b) Utility to clients are created by the means of a good marketing channel. Explain **FOUR (4)** channel objectives that give utility to clients. (12 marks)
- (c) There are several methods of distribution channels to distribute consumer products. Explain **FOUR (4)** methods. (12 marks)

QUESTION 4

- (a) Al-Habibi Jewels is a well known name amongst Malaysian celebrities, VIP and members of royalty. Al-Habibi Jewels would like to sponsor major upcoming event organized by TV10 (Majlis Anugerah Bintang Popular). As the Marketing Manager for Branding and Products, you are required to present the sponsorship benefits to the top management.
- i. Explain **THREE (3)** benefits of doing sponsorships? (9 marks)
- ii. What are the factors to be considered if Al-Habibi Jewels is contemplating promotional mix in order to increase sales? (16 marks)