

SULIT



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI
KEMENTERIAN PENDIDIKAN MALAYSIA**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2019

DPP6023: INTERNATIONAL MARKETING

TARIKH : 01 NOVEMBER 2019

MASA : 8.30 PAGI - 10.30 PAGI (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 **FIVE (5)** benefits of international marketing. (10 marks)
- CLO1
C2 b) Explain the **FIVE (5)** forces that shape competition within an industry in international market. (15 marks)

QUESTION 2

- CLO2
C1 a) Define Licensing. (5 marks)
- CLO2
C2 b) Identify **FIVE (5)** criteria needed to be considered in selecting market entry methods. (10 marks)
- CLO2
C3 c) Explain the following foreign direct investment (FDI) strategies:
i) Acquisition (5 marks)
ii) Greenfield investment (5 marks)

QUESTION 3

- CLO2
C2 a) Identify **TWO (2)** types of intermediaries in international market. (5 marks)
- CLO2
C3 b) i) Draw the product life cycle diagram for international market. (5 marks)
ii) Interpret the **FOUR (4)** stages of the product life cycle for international market. (5 marks)
- CLO2
C4 c) Explain **THREE (3)** international product strategies. (10 marks)

QUESTION 4

CLO3
C3

- a) Interpret international marketing research and domestic marketing research based on national differences. (10 marks)

CLO3
C4

- b) Explain the international marketing research process. (15 marks)

END OF QUESTIONS