

SULIT



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

JABATAN PERDAGANGAN

**PENILAIAN ALTERNATIF BERIKUTAN
PELAKSANAAN PERINTAH KAWALAN BERSYARAT**

SESI JUN 2020

DPP6023 : INTERNATIONAL MARKETING

NAMA PENYELARAS KURSUS : PUSHPALATHA A/P APPANAIDU

KAEDAH PENILAIAN : PEPERIKSAAN ONLINE

JENIS PENILAIAN : ESEI BERSTRUKTUR (2 SOALAN)

TARIKH PENILAIAN : 24 DISEMBER 2020

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) Globalization has increased the competitiveness and efficiency of an industry. Secret Recipe, Adabi sdn Bhd and Old Town White Coffee are example of Malaysian based companies that successful from Globalization. Therefore, in order for company to survive and make profit in foreign market, marketing environment analyses become more important than before. Apply any **THREE (3)** microenvironment factors that the companies need to take into consideration when they go for globalization. Give appropriate examples for each factors.

[9 marks]

CLO1
C4

(b) McDonald's Corporation is an American fast food company, founded in 1940. McDonald is the world's leading quick service restaurant with over 38 thousand locations in over 119 markets. In Malaysia McDonald's is rank as No.1 Malaysia Quick Service Restaurant (QSR) and Casual Dining restaurant by Top Brand Health 2018. Analyze the success of McDonald's in Malaysia based on PEST analysis with appropriate example.

[16 marks]

QUESTION 2CLO2
C4

- (a) *You are the Marketing Manager for Big Apple Donuts and Coffee, a local-based company that specializing in donuts and coffee based on Malaysian favorites. 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 determine **THREE (3)** indirect market entry strategies that appropriate with the company's nature of business.

[15 marks]

CLO2
C4

- (b) Dell is an American multinational computer technology company that used direct and indirect distribution channel in selling its computers to the end consumer. Dell had started efficient use of the direct channels, while other competitors were selling through retailers and distributors. Differentiate direct and indirect distribution channel from the perspective of marketing mix elements for Dell computers.

[10 marks]

END OF QUESTIONS