

SULIT



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

JABATAN PERDAGANGAN

PENILAIAN ALTERNATIF

SESI 1 : 2021/2022

DPP40073 : INTERNATIONAL MARKETING

NAMA PENYELARAS KURSUS : PUSHPALATHA A/P APPANAIDU

KAEDAH PENILAIAN : PEPERIKSAAN ATAS TALIAN

JENIS PENILAIAN : SOALAN ESEI (4 SOALAN)

TARIKH PENILAIAN : 11 FEBRUARI 2022

TEMPOH PENILAIAN : 2 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 : 100 MARKS**INSTRUCTION:**

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

QUESTION 1

- CLO1
C1 (a) List **FIVE (5)** stages in International Marketing Involvement. [5 marks]

- CLO1
C2 (b) Compare Domestic marketing and International marketing using the following table :

Criteria	Domestic Marketing	International Marketing
Definition		
Product or services		
Customer Engagement		
Examples		

[10 marks]

- CLO1
C3 (c) Kopitiam is a traditional coffee shop that can easily be found in Indonesia, Malaysia, Brunei, Singapore and Southern Thailand. The word *kopi* is an Indonesian and Malay term for Coffee and Tiam is Hokkien term for shop. Its main intention is to bringing forward and modernizing culture of traditional “coffee shop talk”. Kopitiam is well known for its rich and aromatic flavors’ of coffee, tea and cham. The top management of Kopitiam Company has major plans to penetrate European countries with their existing products. As a marketing manager, carry out the **Five Forces** analysis for the Kopitiam Company if the company would like to penetrate European markets.

[10 marks]

QUESTION 2

- CLO1
C1 (a) State **FIVE (5)** indirect market entry strategies that could be used by Malaysian companies in determining the alternative market entry methods. [5 marks]
- CLO1
C2 (b) Explain the following Foreign Direct Investment (FDI) strategies with appropriate examples.
i. Assembly vs Manufacturing
ii. Acquisition vs Greenfield [10 marks]
- CLO1
C3 (c) Darabif Meat Processing Sdn Bhd (DMP) was established in 2011 with the goal of becoming a leading manufacturer by producing premium meat products. They have a wide variety of products such as burger patties, sausages, minced meats and other processed meat products and sauces under the brand name DARA. The top management of the company has major plans to penetrate their products to other ASEAN countries. Therefore, examine **FOUR (4)** criteria that DMP company should consider when choosing the appropriate market entry strategies with an appropriate examples. [10 marks]

QUESTION 3CLO2
C2

- (a) Compare between Polycentric pricing and Geocentric pricing with appropriate examples.

[5 marks]

CLO2
C3

- (b) Nike is a leading brand in Sportswear with a brand valuation of 34.8 billion. Nike provides customer with athletic clothing, shoes and equipment worldwide. Explain **TWO (2)** international product strategies used by Nike that lead them to be success in foreign market with relevant examples.

[10 marks]

CLO2
C4

- (c) Xerox Holdings Corporation is an American corporation that sells printer and digital document products in more than 160 countries worldwide. The company came to prominence in 1959 with the introduction of the Xerox 914, the first plain paper photocopier using the process of Electro-photography, (later changed to xerography) discovered by Chester Carlson. International product life cycle was introduced by Raymon Vermon in 1960 as the results from the diffusion of product due to new technology between one country and another. Classify **FOUR (4)** stages in International product life cycle for Xerox Holdings Corporation.

[10 marks]

QUESTION 4CLO2
C3

- (a) Market research is important to businesses because it provides information regarding the market, competitors and consumers. Businesses such as Papparich, McDonalds, Kenny Rogers and Subway are highly depend on market research to help them effectively and efficiently sell their products. Write **FIVE(5)** benefits for the companies if they conduct international marketing research.

[10 marks]

CLO2
C4

- (b) **Proton X70** is a compact crossover SUV produced by the Malaysian car maker, Proton and the car was launched on 12 December 2018, by former prime minister and Proton chairman Dr. Mahathir Mohamad. Proton X70 has received a full score in ASEAN New Car Assessment Program for crash safety rating as well as for head protection technology. Currently, Proton X70 is exported to Brunei, Indonesia as well as Pakistan and PROTON's long term goal is to be the third best selling automotive brand in ASEAN by 2027. As a marketing manager for the PROTON you are required to conduct a research to get a better understanding about the target markets. Determine **FIVE (5)** processes of conducting a research in the international market.

[15 marks]

END OF QUESTION