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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI II: 2021/2022

DPP40073: INTERNATIONAL MARKETING

TARIKH : 6 JULAI 2022
MASA   : 2.30 PETANG – 4.30 PETANG (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)

INSTRUCTION:

This section consist of **FOUR (4)** essay questions.

Answer **ALL** questions.

QUESTION 1

CLO1
C1

(a)   Identify the benefits of international marketing.

[5 marks]

CLO1
C2

(b)   Compare between the infrequent marketing and no direct foreign marketing.

[10 marks]

CLO1
C3

(c)   Write how the **FIVE (5)** key competitive forces affecting an industry based on forces model created by Porter.

[10 marks]

QUESTION 2

CLO1
C1

(a)   Identify the criteria need to be considered in selecting market entry methods.

[5 marks]

CLO1
C2

(b)   Explain the methods in the Foreign Direct Investment (FDI) Strategies below:
i. Acquisition   [5 marks]
ii. Joint venture   [5 marks]

CLO1
C3

(c)   Samsung C&T Corporation focused on global engineering and construction project. Examine the modes of entry for Samsung C&T Corporation in penetrating the global market.

[10 marks]

QUESTION 3

CLO2
C2

(a)   Explain the theory of international product life cycle (PLC).

[5 marks]

CLO2
C3

(b)   McDonalds build a powerful brand image in Malaysia. Examine the international product strategies for McDonalds.

[10 marks]

CLO2
C4

(c)   Differentiate between Standardize pricing and Invention pricing.

[10 marks]

QUESTION 4

CLO2
C3

(a)   Write the process of international marketing research.

[10 marks]

CLO2
C4

(b)   i. Determine the importance of international product research.

[5 marks]

ii. Differentiate between the descriptive research and comparative research

[10 marks]

END OF QUESTIONS