

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI I : 2022/2023

DPP40073: INTERNATIONAL MARKETING

TARIKH : 15 DISEMBER 2022

MASA : 8.30 AM - 10.30 AM (2 JAM)

Kertas ini mengandungi **EMPAT (4)** 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) Identify the stages of international marketing involvement. | [5 marks] |
| CLO1
C2 | (b) Discuss any FOUR (4) benefits of international marketing. | [10 marks] |
| CLO1
C3 | (c) Write the internal environment factors for managing changes in the external environment. | [10 marks] |

QUESTION 2

- | | | |
|------------|---|------------|
| CLO1
C1 | (a) Describe indirect exporting. | [5 marks] |
| CLO1
C2 | (b) Explain turnkey operation as one of the market entry methods. | [10 marks] |
| CLO1
C3 | (c) Examine the criteria in selecting market entry methods. | [10 marks] |

QUESTION 3

CLO2
C2 (a) Describe product for international marketing. [5 marks]

CLO2
C3 (b) Interpret the theory of international product life cycle (PLC) to the product manufacturer. [10 marks]

CLO2
C4 (c) Differentiate between traditional media and digital technology as an international promotion strategy. [10 marks]

QUESTION 4

CLO2
C3 (a) Write the importance of international marketing research in international organization. [10 marks]

CLO2
C4 (b) Differentiate the types of international marketing research below:

- i. Descriptive research [5 marks]
- ii. Comparative research [5 marks]
- iii. Theoretical research [5 marks]

SOALAN TAMAT