

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2017

DPP6023 : INTERNATIONAL MARKETING

TARIKH : 27 OKTOBER 2017

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 1CLO1
C1

- (a) International Marketing includes exporting, franchising and joint venture of an organization's product or services into another country. Describe **FIVE (5)** benefits of International Marketing.

[10 marks]

- (b) Describe **FIVE (5)** stages of international marketing involvement with examples.

[15 marks]

QUESTION 2CLO2
C2

- (a) Describe the market entry methods below:

i. Direct and Indirect Exporting

[5 marks]

ii. Management Contract

[5 marks]

- (b) Explain the Foreign Direct Investment (FDI) strategies as stated below:

i. Acquisition

[5 marks]

ii. Manufacturing

[5 marks]

iii. Joint Venture

[5 marks]

QUESTION 3CLO2
C3

- (a) There are several ways for a company to penetrate into foreign markets. Interpret **FOUR (4)** indirect strategies that could be used by a Malaysian company when determining the alternative market entry methods. You can use suitable examples to support the answer.

[10 marks]

- (b) The price of a product cannot be kept the same in different regions of the world. There are many factors that affect pricing in foreign countries. Determine **THREE (3)** factors which affect international pricing decisions.

[15 markah]

QUESTION 4

CLO3
C4

- (a) Explain the important of international marketing research.

[10 marks]

- (b) Describe **THREE (3)** types of international marketing research.

[15 marks]

SOALAN TAMAT