

SULIT



**KEMENTERIAN PENDIDIKAN TINGGI
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI**

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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI II : 2023/2024

DPP40073 : INTERNATIONAL MARKETING

TARIKH : 01 JUN 2024

MASA : 8.30 PAGI - 10.30 PAGI (2 JAM)

Kertas ini mengandungi **EMPAT (4)** halaman bercetak.

Struktur (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)** structured questions. Answer **ALL** questions.

QUESTION 1

- CLO1 (a) Define the stages of international marketing involvement as follows;
- i. Infrequent Foreign Marketing
 - ii. Regular Foreign Marketing
- [5 marks]
- CLO1 (b) Explain the benefits of international marketing below;
- i. Survival and Growth
 - ii. Diversification
- [10 marks]
- CLO1 (c) Changes in consumer preferences can significantly affect an organization's product development and marketing strategies. Write **TWO (2)** impacts of different consumer preferences in international marketing.
- [10 marks]

QUESTION 2

CLO1 (a) Define the concept of licensing as a market entry strategy in international marketing.

[5 marks]

CLO1 (b) Explain **TWO (2)** advantages and disadvantages of the Acquisition.

[10 marks]

CLO1 (c) Carry out **TWO (2)** advantages and disadvantages of the Greenfields.

[10 marks]

QUESTION 3

CLO2 (a) Explain “Standardized Product” in the international product strategies with suitable examples to illustrate its application.

[5 marks]

CLO2 (b) As a product manager for a global electronics company, you are tasked with launching a new smartphone model in several international markets.

Write how would you implement both a product standardization and adaptation strategy for a global smartphone model, including specific examples of features you would standardize and adopt.

[10 marks]

- CLO2 (c) Analyse **TWO (2)** international promotion strategies with a focus on promotional tools below;
- i. Advertising
 - ii. Trade Shows and Exhibitions
- [10 marks]

QUESTION 4

- CLO2 (a) Write **TWO (2)** differences between international marketing research and domestic marketing research.
- [10 marks]

- CLO2 (b) As a Marketing Executive of Company, you are required to analyze the international marketing research as follows, that related to your business strategy .
- i. Descriptive research
 - ii. Theoretical research
 - iii. Comparative research
- [15 marks]

END OF QUESTION