



**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 : 2025/2026

DPP40073 : INTERNATIONAL MARKETING

TARIKH : 30 APRIL 2026

MASA : 11.30 PAGI - 1.30 PETANG (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)

SECTION A : 100 MARKS**INSTRUCTION:**

This section consists of **FOUR (4)** structured questions. Answers **ALL** questions.

QUESTION 1

- | | | | |
|------|-----|--|------------|
| CLO1 | (a) | Identify FIVE (5) stages of international marketing involvement. | [5 marks] |
| CLO1 | (b) | Elaborate FIVE (5) benefits of international marketing. | [10 marks] |
| CLO1 | (c) | Examine TWO (2) microenvironment factors that influence the organization using suitable examples. | [10 marks] |

QUESTION 2

- | | | | |
|------|-----|---|------------|
| CLO1 | (a) | List FIVE (5) Foreign Direct Investment (FDI) strategies in market entry methods. | [5 marks] |
| CLO1 | (b) | When expanding internationally, firms must choose an entry mode that balances risk, control, and resource commitment. Discuss TWO (2) Non-Equity Modes of entry, evaluating the advantages and disadvantages of each strategy for a firm with limited financial resources. | [10 marks] |

- CLO1 (c) It's a crucial decision for a company to expand into foreign markets in terms of selecting appropriate market entry method. Several factors influence this decision as these factors can be categorised as criteria that guide the decision-making process in selecting the most suitable market entry method.
- Write **TWO (2)** criteria required in selecting market entry methods to penetrate foreign markets by giving suitable examples.
- [10 marks]

QUESTION 3

- CLO2 (a) Explain the definition and the advantages of Product Standardization versus Product Adaptation in developing products for an international market.
- [5 marks]

- CLO2 (b) Pricing is one of the most critical elements in a company's international marketing strategy, as it directly impacts competitiveness, profitability, and market positioning in foreign markets. Companies need to carefully assess various factors such as market demand, cost structures, competition, and consumer behavior.
- Provide **TWO (2)** suitable international pricing strategies with examples for companies to apply if they decide to expand their business into foreign market.
- [10 marks]

- CLO2 (c) In international marketing, companies use various intermediaries to facilitate the movement of goods and services from the producer to the consumer in foreign markets. These intermediaries can be classified into direct channels and indirect channels, each offering different levels of control, risk, and market.
- Differentiate direct and indirect distribution channels based on its description, role in the distribution process and provide real-world examples.
- [10 marks]

QUESTION 4

- CLO2 (a) As companies expand globally, they must make informed decisions to address the challenges and opportunities that arise in diverse cultural, economic, and regulatory environments. Through systematic research, businesses can acquire essential data to optimise their marketing strategies and adapt to local market conditions. Examine **TWO (2)** importance of international marketing research with examples.

[10 marks]

- CLO2 (b) Effective international marketing research involves understanding the differences that exist between various countries in terms of cultural norms, economic conditions, consumer behaviour, and law. These differences can significantly impact how a company collects data, analyses market trends, and makes decisions about entering or operating in a foreign market.

Discover **THREE (3)** key national differences with real-world examples when conducting research in foreign markets.

[15 marks]

END OF QUESTION