

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 : 2024/2025

DPP40103: INTERNATIONAL MARKETING

TARIKH : 10 MEI 2025

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. Answers **ALL** questions.

QUESTION 1

- CLO1 (a) State **FIVE (5)** benefits in International Marketing. [5 marks]
- CLO1 (b) Explain **FIVE (5)** stages in International Marketing involvement. [10 marks]
- CLO1 (c) Write **FOUR (4)** macroenvironmental factors that contribute to the success of E-Hailing company in Indonesia. [10 marks]

QUESTION 2

- CLO1 (a) State **FIVE (5)** criteria need to be considered in selecting the market entry methods. [5 marks]
- CLO1 (b) Elaborate the direct market entry strategy below with appropriate examples.
i. Franchising
ii. Turnkey Operations [10 marks]
- CLO1 (c) Geely, a leading Chinese automaker, entered Indonesia in 2022 with its Coolray SUV. The company produces vehicles locally at Hyundai's Cikarang plant, combining competitive pricing with advanced features. Targeting 5% market share by 2025, Geely is focusing on electrification to compete in Indonesia's growing auto market. Examine **TWO (2)** market entry strategies that suitable for this industry. [10 marks]

QUESTION 3

CLO1

- (a) Explain direct selling channels based on the following criteria:

Criteria	Direct Distribution Channel
Definition	
Cost	
Time	
Control	
Example	

[6 marks]

CLO1

- (b) International marketing channels is one of the most important elements for business that operates globally. In the global market the company must decide how they will physically get their product in the hands of the consumers. Write **THREE (3)** types of intermediaries that can be used with appropriate examples.

[9 marks]

CLO1

- (c) An international health and beauty brand, headquartered in Europe, has decided to expand its market presence in West Asia. Analyse **TWO (2)** promotional tools that can be used by this brand to effectively promote its products in West Asia, with appropriate examples.

[10 marks]

QUESTION 4

CLO1

- (a) Marketing research is a technique used by the organization to gather valuable information about their target market. Write **FIVE (5)** benefits of international marketing research for the business.

[10 marks]

CLO1

- (b) You work for "Sweet Treats," a local donut and coffee company. Your boss wants to sell Sweet Treats' products in countries in Northern Asia. Analyse **THREE (3)** types of research you could do to help Sweet Treats succeed in Northern Asia.

[15 marks]

END OF QUESTION