

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 HINGGA 10.30 AM

Kertas ini mengandungi **EMPAT (4)** halaman bercetak.
Bahagian A: Esei (4 soalan)
Dokumen sokongan yang disertakan : Kertas Graf, Formula dsb / 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 4CLO2
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”