

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2018

DPP6023: INTERNATIONAL MARKETING

TARIKH : 31 OKTOBER 2018

MASA : 2.30 PETANG - 4.30 PETANG (2 JAM)

Kertas ini mengandungi **LIMA (5)** halaman bercetak.

Struktur (4 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

QUESTION 4

- CLO3
C3 (a) Interpret **TWO (2)** types of international marketing research. [5 marks]
- CLO3
C4 (b) Explain the importance of international marketing research for organizations that start to internationalize toward foreign markets. [10 marks]
- CLO3
C4 (c) Determine the process of international marketing research. [10 marks]

END OF QUESTIONS

QUESTION 3

CLO2
C3

(a) i. Interpret the theory of International Product Life Cycle.

[5 marks]

ii. Illustrate graph for International Product Life Cycle.

[5 marks]

CLO2
C3

(b) i. Interpret geocentric pricing in developing international pricing strategies.

[5 marks]

ii. Interpret any **FIVE (5)** promotional tools for international markets.

[10 marks]

QUESTION 2CLO2
C2

(a) Discuss direct and indirect export as the alternative in market entry method in international marketing.

[5 marks]

CLO2
C3

(b) (i) Interpret the advantages of acquisition in speed market penetration.

[5 marks]

(ii) Interpret the disadvantages of acquisition in speed market penetration.

[5 marks]

CLO2
C4

(c) Determine the criteria that need to be considered in selecting market entry methods.

[10 marks]

INSTRUCTION:

This section consists of **FOUR (4)** essay questions.

Answer **ALL** questions.

QUESTION 1

CLO1
C1

(a) i. Define International Marketing.

[2 marks]

ii. Identify any **THREE (3)** stages of international marketing involvement.

[3 marks]

CLO1
C2

(b) Explain the macro environment factors that influence the organization

[10 marks]

CLO1
C3

(c) Interpret how the organizations of internal environment factor in managing changes in the external environment.

[10 marks]