

SULIT



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

JABATAN PERDAGANGAN

**PEPERIKSAAN AKHIR
SESI DISEMBER 2018**

DPP6023: INTERNATIONAL MARKETING

**TARIKH : 19 APRIL 2019
MASA : 8.30 PAGI - 10.30 PAGI (2 JAM)**

Kertas ini mengandungi **THREE (3)** halaman bercetak.

Esei (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)** essay questions.

Answer **ALL** questions.

QUESTION 1

CLO1
C1

(a) Identify **FIVE (5)** stages of international marketing involvement. [10 marks]

CLO1
C2

(b) Explain the organization's internal environment factors for managing changes in the external environment.

[15 marks]

QUESTION 2

CLO2
C1

(a) State **FIVE (5)** important criteria in selecting market entry methods.

[5 marks]

CLO2
C2

(b) Differentiate Direct and Indirect Exporting.

[10 marks]

CLO2
C3

(c) Complete the table below with correct explanations.

[10 marks]

Sole Venture	Strategic Alliance

QUESTION 3

- CLO2
C2 (a) Explain global product (internationalization) as one of international product strategies. [5 marks]
- CLO2
C3 (b) Interpret **TWO (2)** factors affecting international pricing. [10 marks]
- CLO2
C4 (c) Some approaches used to develop international pricing. Explain the approaches below:
- (i) Polycentric [5 marks]
 - (ii) Geocentric [5 marks]

QUESTION 4

- CLO3
C3 (a) i. Define the definition of international marketing research. [5 marks]
- ii. Interpret the important of international marketing research. [5 marks]
- CLO3
C4 (b) Explain the types of international marketing research as below:
- i. Descriptive research. [5 marks]
 - ii. Comparative research [5 marks]
 - iii. Theoretical research [5 marks]

END OF QUESTIONS

