

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 I : 2025/2026

DPP40103 : INTERNATIONAL MARKETING

TARIKH : 30 NOVEMBER 2025

MASA : 8.30 PAGI -10.30 PAGI (2 JAM)

Kertas soalan ini mengandungi **TIGA (3)** halaman bercetak.

Bahagian A: 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. Answer **ALL** questions.

QUESTION 1

CLO1

a) Define the stage of international marketing involvement as follows;

- i. No Direct Foreign Marketing
- ii. International Marketing

[5 marks]

b) Explain **FOUR (4)** benefits of international marketing in contributing to a company's success in a global market.

[10 marks]

c) Changes in political environment can significantly influence an organization's operations and strategic decisions. Write **TWO (2)** impacts of political factors on an organization's international marketing decisions.

[10 marks]

QUESTION 2

CLO1

a) Describe the concept of Licensing as a market entry strategy in international marketing.

[5 marks]

b) Explain **TWO (2)** advantages of the Assembly and Manufacturing

[10 marks]

c) Examine **TWO (2)** criteria that should be considered by company when selecting between Acquisition and Greenfield in international market entry.

[10 marks]

CLO1

QUESTION 3

- a) Explain 'Standardization Product' in the international product strategies with suitable examples to illustrate its application.
[6 marks]
- b) International pricing strategy is one of the most important decisions for businesses that operate globally. In the global market, a company must decide how they will set the price of their products in different countries. Write and explain **THREE (3)** approaches to develop international pricing strategies..
[9 marks]
- c) An Indonesian skincare company is planning to expand its market presence in South Korea. With reference to international promotion strategies, analyze how the company can use **digital marketing** strategies to successfully promote its products in the new market, with appropriate examples.
[10 marks]

QUESTION 4

CLO1

- a) As the Marketing Director of TasteJoy Snacks, an Indonesian company specializing in healthy baked snack products, you are preparing to launch in the Japanese market.

Classify the types of intermediaries that can be used for international distribution, with reference to:

- i. Direct Channels
- ii. Indirect Channels

[10 marks]

- b) GlowPure Cosmetics, a brand known for natural skincare products, is planning to enter the European market. Understanding consumer beauty preferences and cultural attitudes toward organic skincare is essential.

Classify the process of conducting a research in an international environment for GlowPure Cosmetics.

[15 marks]

SOALAN TAMAT