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 : 2025/2026

DPP40103 : INTERNATIONAL MARKETING

TARIKH : 02 MEI 2026
MASA : 11.30 PAGI – 1.30 PETANG (2 JAM)

Kertas soalan ini mengandungi **ENAM (4)** 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)

STRUCTURED QUESTION : 100 MARKS

INSTRUCTION:

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

Answer **ALL** questions.

QUESTION 1

CLO1 a) Identify **FIVE (5)** stages of international marketing involvement

[5 marks]

b) Elaborate **FIVE (5)** benefits of international marketing.

[10 marks]

c) Examine **FOUR (4)** microenvironment factors that influence the organization using suitable examples.

[10 marks]

QUESTION 2

CLO1 a) List **FIVE (5)** Foreign Direct Investment (FDI) strategies in market entry methods.

[5 marks]

b) When a company like Zus Coffee decides to expand into international markets, it evaluates different entry strategies based on factors such as risk, control, and the amount of resources it needs to commit. Discuss **FOUR (4)** indirect strategies in market entry methods that Zus Coffee may choose to open company-owned stores that can be used when expanding internationally.

[10 marks]

c) Selecting an appropriate market entry method represents a pivotal decision for a company seeking to expand its operations into foreign markets. Examine **FOUR (4)** criteria needed in selecting market entry methods to penetrate foreign markets with suitable examples.

[10 marks]

QUESTION 3

a) Explain **THREE (3)** international product strategies that companies can implement in global marketing to facilitate business expansion overseas.

CLO1

[6 marks]

b) International Pricing is a key element in international marketing, influencing competitiveness, profitability, and market positioning. Companies must carefully consider market demand, costs, competition, and consumer behavior when setting prices abroad.

Apply **THREE (3)** international pricing strategies that are appropriate for companies if they decide to expand their business into foreign markets.

[9 marks]

c) In international marketing, companies use various intermediaries to facilitate the movement of goods and services from the producer to the consumer in foreign markets. These intermediaries can be classified into direct channels and indirect channels, each offering different levels of control, risk, and market reach. Differentiate direct and indirect distribution channels based on the elements shown in the table below

Elements	**Direct: E-commerce Platforms**	**Indirect: Export Merchants**
Description	[2 marks]	[2 marks]
Role in distribution process	[2 marks]	[2 marks]
Real-world example	[1 mark	[1 mark]

[10 marks]

QUESTION 4

CLO1

(a) When expanding into international markets, companies need effective promotional activities to make sure their products or services connect with the target audience. Because of differences in culture, consumer behaviour, and market conditions across countries, promotional strategies must be adapted to local needs while keeping a strong global brand image.

Determine **FOUR (4)** international promotional strategies that companies can use to market their products or services effectively in foreign markets, and provide a real-world example for each."

[10 marks]

(b) Effective international marketing research requires understanding differences between countries, such as culture, economy, consumer behaviour, and legal systems. These differences influence how a company collects data, analyses market trends, and makes decisions about entering or operating in foreign markets.

Explore **THREE (3)** major national differences that companies should take into account when conducting international marketing research in foreign markets.

[15 marks]

END OF QUESTIONS