

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 : 2024/2025

DPP40073 : INTERNATIONAL MARKETING

TARIKH : 07 DISEMBER 2024

MASA : 8.30 PAGI - 10.30 PAGI (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

SECTION A: 100 MARKS**INSTRUCTION:**

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

QUESTION 1

- CLO1 (a) List **FIVE (5)** stages in international marketing involvement. [5 marks]
- CLO1 (b) Compare global marketing and international marketing using the following table :
- | Criteria | Global Marketing | International Marketing |
|---------------------------------|------------------|-------------------------|
| Definition | | |
| Features of Product or Services | | |
| Customer Engagement | | |
| Promotional Tactics | | |
| Examples | | |
- [10 marks]
- CLO1 (c) Lovisa is one of Malaysia's largest hijab brands with 700 distributors nationwide, e-commerce platforms and exports to Singapore, Brunei, London, Australia, the Netherland and the United States. As the marketing manager for Lovisa, examine **FOUR (4)** internal organizational factors that Lovisa needs to consider if they plan to add new products like sweatshirts and perfumes to her current product pipeline. [10 marks]

QUESTION 2

- | | |
|------|---|
| CLO1 | (a) State FIVE (5) market entry strategies in the automotive industry.

<div style="text-align: right;">[5 marks]</div> |
| CLO1 | (b) Compare the following Foreign Direct Investment (FDI) strategies with appropriate examples.

i. Assemble vs Manufacturing
ii. Acquisition vs Greenfield

<div style="text-align: right;">[10 marks]</div> |
| CLO1 | (c) Million Superstore is one of the department stores that sells various categories of products. The top management of the company decides to expand their business to Asian countries. As a business development manager, you are required to examine FOUR (4) criteria that Million Superstore should consider in choosing the appropriate market entry strategies.

<div style="text-align: right;">[10 marks]</div> |

QUESTION 3

- CLO2 (a) Explain the following indirect market entry strategies with appropriate examples.
- i. Management Contract
 - ii. Turnkey Operation
- [5 marks]
- CLO2 (b) McDonald's Corporation is an American fast-food company, established in 1940. In Malaysia, McDonald's is ranked as No.1 Malaysia QSR(Quick Service Restaurant) and Casual Dining restaurant by Top Brand Health 2023. Examine **TWO (2)** McDonald's international promotional strategies that have helped them succeed in other countries with relevant examples.
- [10 marks]
- CLO2 (c) The international product life cycle was introduced by Raymon Vernon in 1960 as the results of the diffusion of the products due to new technology between one country and another. Classify **FOUR (4)** stages according to the theory of international product life cycle with appropriate examples.
- [10 marks]

QUESTION 4

CLO2

(a) Explain the following types of intermediaries with appropriate examples.

- i. Direct Distribution
- ii. Indirect Distribution.

[5 marks]

CLO2

(b) Market research is important to businesses because it provides information regarding the market, competitors, and consumers. Write **TWO (2)** types of international marketing research.

[10 marks]

CLO2

(c) You are the marketing manager for Big Apple Donuts and Coffee, a local-based company specializing in donuts and coffee. The top management of the company has major plans to penetrate their products into Northern Asia. As the marketing manager for Big Apple Donuts and Coffee, you are required to conduct a research to get a better understanding of the target markets. Determine **FIVE (5)** processes of conducting research in the international market.

[10 marks]

END OF QUESTION

