

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 II : 2024/2025

DPP40073: INTERNATIONAL MARKETING

TARIKH : 10 MEI 2025

MASA : 8.30 PAGI – 10.30 PAGI (2 JAM)

Kertas ini mengandungi **EMPAT (4)** halaman bercetak.

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. Regular Foreign Marketing
 - ii. Global Marketing
- [5 marks]
- b) Explain **FIVE (5)** benefits of international marketing in contributing to a company's success in a global market.
- [10 marks]
- c) Changes in stakeholder expectations can significantly affect an organization's operations and strategic decisions. Write **TWO (2)** impacts of stakeholder expectations on an organization's international marketing decisions.
- [10 marks]

QUESTION 2

CLO1

- a) Define the concept of Turnkey Operation as a market entry strategy in international marketing.
- [5 marks]
- b) Explain **TWO (2)** advantages and **TWO (2)** disadvantages of the Greenfield Investment.
- [10 marks]
- c) Examine **TWO (2)** criteria that a company should consider when selecting between sole ventures and strategic alliances in international market entry.
- [10 marks]

QUESTION 3

CLO2

- a) Explain 'Localized Product' in the international product strategies with suitable examples to illustrate its application.

[5 marks]

- b) FreshBliss, a premium organic skincare brand, is planning to enter the Japanese market. Examine the advantage and disadvantage of using direct and indirect selling channels for a company entering a foreign market.

[10 marks]

- c) Malaysian tech company wants to expand its market presence in Germany. Analyze **TWO (2)** international promotion strategies with a focus on promotional tools below;

- i. Advertising
- ii. Trade Shows and Exhibitions

[10 marks]

CLO2

QUESTION 4

- a) As a marketing director for a company that produces premium, sustainable fashion accessories, your company is planning to launch its products in both Asian and Middle Eastern markets.

Demonstrate international promotion strategies for the sustainable fashion accessories.

[10 marks]

- b) As the marketing research manager at SweetDelight Bakery, a company known for its artisanal pastries, you are planning to expand by launching new dessert products in neighboring countries. Understanding consumer preferences and market trends in these regions is essential.

Classify the process of conducting research in an international environment for SweetDelight Bakery.

[15 marks]

END OF QUESTIONS