

**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 : 2022/2023**

**DPP40073: INTERNATIONAL MARKETING**

**TARIKH : 06 JUN 2023**

**MASA : 8.30 PG – 10.30 PG (2 JAM)**

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Kertas ini mengandungi **LIMA (5)** halaman bercetak.

Esei (4 soalan)

Dokumen sokongan yang disertakan : Tiada

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**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)** essay questions. Answer **ALL** questions.

**QUESTION 1**

- CLO1 (a) Define the concepts below with appropriate examples.
- i. Domestic Marketing
  - ii. International Marketing
- [5 marks]
- CLO1 (b) Explain **FIVE (5)** stages in International Marketing Involvement.
- [10 marks]
- CLO1 (c) Darabif Meat Processing Sdn Bhd (DMP) was established in 2011 to become a leading manufacturer by producing premium meat products. They have a wide variety of products such as burger patties, sausages, minced meats and other processed meat products and sauces under the brand name DARA. The top management of the company decided to widely distribute their product to other ASEAN countries.
- Therefore, write **FOUR (4)** marketing intermediaries that will help DMP Company in achieving their goals with an appropriate example.
- [10 marks]

**QUESTION 2**

- CLO1 (a) Describe the below indirect market entry methods.
- i. Licensing
  - ii. Exporting
- [5 marks]
- CLO1 (b) Explain the following Foreign Direct Investment (FDI) strategies with appropriate examples.
- i. Assemble vs Manufacturing
  - ii. Joint venture vs Sole Venture
- [10 marks]
- CLO1 (c) The **Proton X70** is a compact crossover SUV produced by the Malaysian car maker Proton. The car was launched on 12 December 2018, by the former prime minister and Proton chairman Dr. Mahathir Mohamad. Currently, Proton X70 is exported to Brunei, Indonesia as well as Pakistan and PROTON's long-term goal is to be the third bestselling automotive brand in ASEAN by 2027.
- i. Identify the most appropriate market entry strategies for Proton to penetrate Northern Asia countries.
  - ii. Adapt **FOUR (4)** market entry methods that are appropriate to the company's nature of business.
- [10 marks]

**QUESTION 3**

- CLO2 (a) Explain the following international marketing channels with appropriate examples.
- i. Direct Selling Channel
  - ii. Indirect Selling Channel
- [5 marks]
- CLO2 (b) Construct the international product strategies used by the brands below in the international market.
- i. Starbucks
  - ii. Coca -Cola
- [10 marks]
- CLO2 (c) MILO is the world's most popular chocolate malt beverage that can be made with cold, hot water or milk. Vitamins and minerals in the MILO provide energy and nutrition for kids and teenagers. Today it is known as a vibrant brand that is strongly associated with good health and sports. Analyze **FOUR (4)** types of international promotion strategies used by MILO to persuade their target customers to consume MILO beverages.
- [10 marks]

**QUESTION 4**

- CLO2 (a) Market research is important to businesses because it provides information regarding the market, competitors and consumers. All types of businesses highly rely on market research to gain competitive advantage. Write **FIVE (5)** steps involve in the marketing research process.

[10 marks]

- CLO2 (b) Kopitiam is a traditional coffee shop that can easily be found in Indonesia, Malaysia, Brunei, Singapore and Southern Thailand. The word *kopi* is an Indonesian and Malay term for Coffee and Tiam is a Hokkien term for the shop. Its main intention is to bring forward and modernize the culture of traditional “coffee shop talk”. Kopitiam is well known for its rich and aromatic flavors’ of coffee, tea and cham. The management of Kopitiam decided to do research on their customer satisfaction.

Determine **THREE (3)** types of international marketing research that will be appropriate for them.

[15 marks]

**END OF QUESTIONS**