

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 : 2023/2024

DPP40073: INTERNATIONAL MARKETING

TARIKH : 27 DISEMBER 2023

MASA : 2.30 PM – 4.30 PM (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) State **FIVE (5)** stages in international marketing involvement.

[5 marks]

CLO1

- (b) Explain the concept below based on the given criteria.

Criteria	Global Marketing	International Marketing
Definition		
Features of Product or services		
Customer Engagement		
Promotional Tactics		
Examples		

[10 marks]

CLO1

- (c) E-hailing vehicle is a private vehicle used to provide public transportation services to passengers who book through an electronic application. In Malaysia, Grab, Maxim, MyCar and Mula are few players in e-hailing industry. The Top Management of Curb e-hail from Singapore decided to penetrate the Malaysian market. Therefore, as a marketing manager for Curb e-hail, you are required to analyse the above industry based on Porter's Five Forces.

[10 marks]

QUESTION 2

- CLO1 (a) State **FIVE (5)** direct market entry strategies. [5 marks]
- CLO1 (b) Elaborate **FOUR (4)** criteria to be consider before deciding on market entry methods with appropriate examples. [10 marks]
- CLO1 (c) Marrybrown is Malaysian based fast-food restaurant established in 1981. The brands have almost 250 restaurants internationally such as Indonesia, Singapore and Thailand. As an assistant marketing manager, examine **FOUR (4)** market entry methods for Marrybrown if they would like to enter the market in India. [10 marks]

QUESTION 3

- CLO2 (a) Explain any **ONE (1)** approaches in international pricing strategies with appropriate examples. [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 2022. Write **TWO (2)** international product strategies that lead to their successes in Malaysia. [10 marks]
- CLO2 (c) International product life cycle is resulted from the diffusion of products due to technological advancement in developed countries. Determine all the stages involved in international product life cycle by providing appropriate examples. [10 marks]

QUESTION 4

CLO2

- (a) Marketing research is tools used by the organisation to gather valuable information about their target market. Complete the table below with appropriate explanation to differentiate domestic and international marketing research based on the following criteria:

Criteria	Domestic Marketing Research	International marketing Research
Definition		
Social Culture		
Economic Differences		
Political Differences		
Example		

[10 marks]

CLO2

- (b) You are the Marketing Manager for Sushi Mero, a local-based company specializing in sushi. The top management of the company has major plans to penetrate their products to Northern Asia countries.

You are required to conduct a marketing research for Sushi Mero. Determine **FIVE (5)** steps in the international marketing research process.

[15 marks]

END OF QUESTION