

**FACULTY OF BUSINESS****FINAL EXAMINATION**Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT2004 International Marketing**
Semester & Year : January – April 2022
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (40 marks) : **FOUR (4) short answer questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.**
PART B (60 marks) : **THREE (3) essay questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Differentiate between Ethnocentric and Polycentric of international marketing orientations. (10 marks)

Question 2

Briefly explain **FIVE (5)** measures to minimize political risk for international firms (10 marks)

Question 3

Describe **FIVE (5)** importance of understanding cultural changes for international marketing. (10 marks)

Question 4

Even if the interviewee is successfully reached, there is no guarantee that he or she will cooperate in the interview for primary data collection. Identify **FIVE (5)** reasons why an interviewee is non-responsive. (10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **THREE (3)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

You have just been employed as the new International Marketing Manager of a large food manufacturer in Malaysia. Your Director has called a meeting for next week and asked you to explain to the board members the alternatives of manufacturing in a foreign country.

Write your report on the **FIVE (5)** alternatives of manufacturing in a foreign country. (20 marks)

Question 2

There are many factors that can affect an international firm on both the need to adapt products and the extent to which adaptation is required.

Critically analyse **FOUR (4)** criteria that can help international marketers in making the choice between globalisation and customization of products. (20 marks)

Question 3

Within a context familiar to you, discuss **FIVE (5)** important issues to consider when making international pricing decisions. Illustrate your answer with appropriate examples. (20 marks)

END OF QUESTION PAPER