



## FACULTY OF BUSINESS

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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

#### INSTRUCTIONS TO CANDIDATES

- 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.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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.

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**Question 1**

Briefly describe **FIVE (5)** driving forces for corporation to go international.

(10 marks)

**Question 2**

a) Briefly explain the 'Green Marketing Legislation'.

(2 marks)

b) Identify the **FOUR (4)** bases of legal systems with an example of country that practices each of the system.

(8 marks)

(Total: 10 marks)

**Question 3**

Briefly explain the **FIVE (5)** elements of culture.

(10 marks)

**Question 4**

Describe **FIVE (5)** issues that need to be considered when processing secondary data in the international marketing research.

(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.

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**Question 1**

International markets may be segmented according to various criteria. Critically discuss **FIVE (5)** key criteria commonly used for international market segmentation.

(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**

You have just been employed as the new Marketing Manager of a large American-based beverages company in Malaysia. Your Regional Marketing Director has asked you to explain to the board members the alternatives of promotion tools for the company's newly launched product line.

Write your report on the **FIVE (5)** unique tools of promotion in product marketing.

(20 marks)

**END OF QUESTION PAPER**