



## 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 2023  
 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**

Explain **FIVE (5)** factors that influence corporation to pursue international expansion. (10 marks)

**Question 2**

Describe **FOUR (4)** legal system bases and illustrate each of them with an example of a country that practices it. (10 marks)

**Question 3**

Culture is a complex and multifaceted concept that plays a critical role in shaping individuals' behaviors, beliefs, and values. Understanding the elements that make up a culture is essential for successful international marketing.

Explain **FIVE (5)** elements of culture. (10 marks)

**Question 4**

Explain **FIVE (5)** issues that arise when processing secondary data for 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**

Imagine you are a marketing manager for a fashion company that wants to expand into new international markets. Examine **FIVE (5)** criteria to segment the market and provide examples of each criterion in your answer.

(20 marks)

**Question 2**

Critically analyze **FOUR (4)** criteria that can help international marketers in deciding whether to standardize or customize their products in response to the factors affecting international firms.

(20 marks)

**Question 3**

International firms need to carefully consider their distribution channel strategy to effectively reach their target market. Analyse **FIVE (5)** factors that should be considered when selecting distribution channels for international markets and provide real-world examples to support your analysis.

(20 marks)

**END OF QUESTION PAPER**